



## **VACANCY NOTICE: Digital Marketing Specialist**

The Discover Dominica Authority (DDA) seeks a highly motivated and talented Digital Marketing Specialist. As a Digital Marketing Specialist, you will be key in developing and executing effective digital marketing strategies to promote the destination and drive online engagement. You will work closely with the marketing team to implement digital campaigns across multiple platforms.

### **JOB STATEMENT:**

The Digital Marketing Specialist will report directly to the Destination Marketing Manager.

### **EDUCATION/TRAINING AND EXPERIENCE:**

The position requires a Bachelor's degree in Marketing, Communications, or a related field. Proven work experience as a Digital Marketing Specialist or similar role.

### **RESPONSIBILITIES INCLUDE:**

- Develop and execute comprehensive digital marketing strategies to increase brand awareness, drive website traffic, and generate leads.
- Manage all aspects of digital advertising campaigns, including planning, implementation, monitoring, and optimisation.
- Conduct market research to identify target audiences and evaluate current digital marketing trends and techniques.
- Create and manage engaging content for various digital platforms, including social media, website, email marketing, and blog.
- Monitor and analyse website traffic and digital marketing metrics to identify areas of improvement and optimise campaigns.
- Collaborate with the creative team to create compelling visuals, videos, and other multimedia content for digital marketing.
- Provide regular reports and insights on digital marketing performance to the management team.
- Stay updated with industry trends and developments to identify new communication opportunities.
- Assist in the development and execution of marketing materials, including brochures, presentations, and promotional materials, utilising multiple mediums.

### **COMPETENCIES:**

- In-depth knowledge of various digital marketing channels, including SEO, SEM, social media, email and content marketing.
- Experience with digital marketing tools and social media platforms.
- Strong analytical skills and the ability to interpret data and make data-driven decisions.
- Strong organisational and project management skills.
- Excellent verbal communication and presentation skills.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Knowledge of HTML, CSS, and basic web design principles is a plus.

### **CONDITIONS OF RECRUITMENT:**

The position is on a contractual basis. Renewal is based on performance.

### **APPLICATION PROCESS AND TIMELINE:**

Interested candidates are invited to submit their resumes and a cover letter highlighting their relevant experience to [hrd@dominica.dm](mailto:hrd@dominica.dm) by 16<sup>th</sup> June 2023. Please mention **Confidential Application for the Position of Digital Marketing Specialist** addressed to:

The CEO/Director of Tourism  
Discover Dominica Authority  
Ground and 1st Floor, 5-7 Great Marlborough Street  
Roseau, Dominica  
Email: [hrd@dominica.dm](mailto:hrd@dominica.dm)  
**The closing date for receipt of applications is 16<sup>th</sup> June 2023.**