

JOB DESCRIPTION

Title: Digital marketing manager

APL Media Limited is l

Maintain other third-party advertising campaigns, such as Flipboard and Taboola

Requirements

Understanding of the advertising environments of social media platforms, including Facebook, Instagram, Twitter and LinkedIn

Understanding of ad serving tools

Understanding of Google Ad Manager

Understanding of web analytics tools, such as Google Analytics and Webtrends

Proven work experience in digital marketing

Experience with A/B and multivariate experiments

Knowledge of HTML, CSS and JavaScript development constraints

Strong analytical and data-driven thinking

Consistently to date with the latest trends and best practices in online marketing and measurement

An eye for design and photography, and an excellent standard of written English (desirable)

What else?

- **If you're interested in this position, please send a copy of your CV with a cover letter stating**

