



Job Title: Digital Marketing Officer

Department: Marketing & Communication

Job Summary

A cross-functional role supporting the implementation, maintenance and monitoring of MUA's digital platforms, digital client tools and services.

Main Responsibilities

- To enhance our customers' experience of our digital platforms and tools, including creating user-guides and documentation for clients and staff.
- To support and take full end-to-end responsibility of resolving issues raised by clients related to the different platforms and tools. To undertake a basic troubleshooting and escalate technical issues to the IT team or external suppliers.
- To assist the marketing team in implementing digital projects, including identifying trends and best-practices, the creation, implementation, and updates of mobile apps, client portals, e-commerce, and social media platforms.
- Assist with the monitoring of digital tools, platforms and services, their performance, both within defined campaigns and generally, suggesting corrective actions and other ideas where appropriate.
- Continuous benchmarking, competitor monitoring and gathering client/market feedback, and assist the marketing team to brainstorm ideas about new digital tools and services.
- Assist the project lead by monitoring and compiling reports on digital campaigns, tools, and platforms.
- Complete administrative tasks around various projects, campaigns, and departmental initiatives.

Job Requirements

- Degree or diploma in marketing or communication, with a preferred specialization in digital marketing.
- Digital Marketing experience of at least two years.
- The preferred candidate would have planning and organizational skills; excellent communication skills (both in English and French); Microsoft Office suite; experience in social media management; customer service.
- We are looking for someone who is goal-driven, customer-focused, personable, a team player and who can work under pressure and operate independently when required.

Interested candidates are requested to send their CV on recruitment@mua.mu

The company reserves the right to call only the best qualified candidates for the selection exercises.

Applications received after the closing date might not be considered.

The company also reserves the right not to proceed with the vacancies.