



Job Description & Job Specification

Job Title: YouTube Marketer	Team: Digital Marketing
Department: Strategic Business Planning & Relations	Location: Head Office, Rawalpindi
Job Level: Entry Level	Nature of Job: Desk Job
Category: Full Time Fixed Term Employment	No. of Positions: 1
Gender Preference: No Preference	Remuneration: Market Competitive Salary

Last Date to Apply: March 10, 2024

Job Description:

- Define and implement channel strategy, including long-term goals, go-to-market strategies, and key performance indicators
- Improve ranking, grow subscribers, and increase engagement
- Manage channel content, including live-stream events, digital media assets, and digital marketing campaigns
- Good communication skills for podcast management
- Create, maintain, and promote channel content
- In-depth knowledge of videography and editing. Know the usability of Premier Pro and After Effects
- Develop channel marketing strategy and implement tactics, including organic and paid search
- Oversee channel business analytics, including reporting, analysis, and optimization

Job Specification:

Education Qualification:

- Graduation

Relevant Experience:

- 1-3 years of experience in marketing, preferably at an agency or in-house

Essential Skills:

- Expert knowledge of social media marketing for channel management
- Creative eye for design and video content
- Ability to work independently and as part of a team
- Excellent analytical skills with the ability to interpret data and draw actionable insights
- Strong communication and presentation abilities, capable of translating complex concepts
- Detail-oriented mindset with a commitment to delivering high-quality work
- Passion for learning and staying updated on industry trends and best practices.
- Ability to thrive in a fast-paced, dynamic environment and adapt to evolving priorities

Interested candidates please drop your CVs at teamhr@agico.com.pk by March 10, 2024. Please mention position title in email subject.

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