

Digital Marketing Roles

Digital marketing in our current environment is competitive. As a result, sourcing talent can often be challenging and pricey. Hiring offshore staff means you have access to a much larger talent pool for a significantly lower cost. When selecting the right candidate for the role, it's important that you test their skills and knowledge to ensure they are the right fit for your business.

Common tasks the role might require:

- Social media management
- Search engine optimization
- Search engine marketing
- PPC initiatives
- Email marketing
- Lead generation
- Analytic reporting
- CRM maintenance
- Ad hoc tasks
- Website auditing and updates.

Qualifications/requirements you might expect in candidates:

- 2-3 years experience in similar role
- Marketing background familiar with SEO, SEM OR PPC
- Specific software experience (Photoshop, Facebook ads, Google ads etc.)
- Must have a portfolio of work examples.



For more information, please visit our [website](#) or contact us today:

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