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# Digital marketing officer

**Posted by:** Carbone Restaurant Group LTD

**Location:** Winnipeg

**Salary:** \$35 Per Hour

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## Job Details

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**Job ID**

NCJ4502701

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**Posting Date :** 18-Jul-2024

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**Expiry Date :** 14-Jan-2025

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**Education :** Bachelor's degree

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**Language :** English

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**Vacancies :** 2

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**Years of Experience :** 1 year

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**Job Type :** Full Time

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## Job Description

### Responsibilities

Tasks

Develop communication strategies  
Develop policies  
Evaluate communication strategies and programs  
Oversee the preparation of public written material  
Prepare written material such as reports, briefs, website content  
Supervise professional and support staff and students  
Supervise staff  
Write speeches, presentations and press releases  
Perform administrative tasks  
Plan development projects  
Prepare reports, research papers, educational texts or articles  
Advise clients on advertising or sales promotion strategies  
Conduct analytical marketing studies  
Design market research questionnaires  
Evaluate customer service and store environments  
Maintain database of potential franchisees, real estate locations and on-line buy/sell Internet sites  
Develop marketing strategies  
Maintain and manage digital database  
Write and edit press releases, newsletter and communications materials

### **Supervision**

3-4 people

### **Experience and specialization**

#### **Computer and technology knowledge**

Adobe Illustrator  
Adobe Photoshop  
CSS  
HTML editing software  
JavaScript  
MS Excel  
MS PowerPoint  
MS Word

### **Additional information**

#### **Work conditions and physical capabilities**

Work under pressure

Tight deadlines  
Fast-paced environment  
Attention to detail

**Personal suitability**

Efficient interpersonal skills  
Excellent oral communication  
Excellent written communication

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**To apply for this job vacancy, please send your resume along with a cover letter and a reference letter from your previous employer to the following email: [benjamin@carbonerestaurantgroup.com](mailto:benjamin@carbonerestaurantgroup.com)**

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