

Job Description - Digital

Role:

- Conduct desk research, competitive analysis and digital trends evaluation
- Contribution to the conceptualization and brain-storming of digital ideas to address client needs
- Ability to understand, interpret and make recommendations based on key data from metrics and usage
- Preparation of presentations to address client needs

Skills Required:

- Understanding of digital communication platforms
- Understanding of website, mobile application and digital assets development lifecycle
- An eye for detail and a drive for perfection
- Understanding of market trends and the evolution of digital communication technology across devices and platforms
- Up-to-date with emerging technology and latest trends in digital communication
- Strong presentation & analytical skills
- Ability to work as part of a team
- Organizational and multi-tasking skills