

### Job Description - Digital

#### Role:

- Work closely with a multi-disciplinary digital team on social media projects and design/ build of websites and mobile apps
- Conduct desk research, competitive analysis and digital trends evaluation
- Contribute to brainstorming and conceptualizing digital ideas to address client needs
- Understand, interpret and make recommendations based on key data from metrics and usage
- Prepare presentations to address client needs

#### Skills Required:

- You are in touch with what makes people tick in the online world. You are a digital native who naturally integrates technology in your daily life.
- You have a creative, problem-solving mindset, confident to experiment with new ideas and execute them.
- You're also analytical and able dig into the numbers to evaluate your work in relation to clicks, conversion, engagement and retention.
- You love social media and understand the power social platforms have in influencing users' everyday lives
- You're up-to-date with emerging technology and latest trends in digital communication.
- Strong presentation and analytical skills.
- Ability to work as part of a team and multi-task.