

Job Description

Job Title: Digital Advisory Strategist

Date: ASAP

Reporting to: Communications Manager

Location: Hybrid

Overview

Prioclen LTD is a fast-growing Nigerian based management consulting firm with its head-quarters in Abuja Nigeria. We have a forte in providing strategic consultancy and advisory services to organizations- private, governmental and individual firms, by creating and integrating information technology solutions to enhance their service delivery and ensure sustainable growth and development in niche-based brands to these individuals/ organizations

Purpose

We are looking to recruit a Digital advisory Strategist who will provide experience and leadership capabilities to ensure a proper digital transformation governance model to lead the change, ensure business value is created, deliverables are met, and a program of change is creating continuous innovation capability within the customer, leading to ongoing commitment

Responsibilities

- Manage technical aspects of key marketing automation systems
- Develops advertising content and media plans for deployment across social and digital channels to drive engagement and advocacy amongst target audience(s)
- Responsible for developing strategic briefs and providing direction to creative agency to shape the content
- Develops social/digital media strategies and implementation, including the use of advanced targeting techniques to drive effectiveness
- Communication - Ability to interpret needs and respond using effective oral and/or written communication skills and proper action to meet member and/or internal customer need.
- Provide innovative ideas and concepts to assist in new opportunities

Requirements

Essential

- Bachelor of Arts/Bachelor of Science, preferably in a technical field such as marketing, finance, or computer science.
- Minimum of Bachelor's degree in Communications or related field.
- Intranet portal experience an asset
- Mastery of Microsoft Office applications

Skills

- Strong analytical skills (Microsoft Excel and PowerPoint) and experience with reporting and data analysis (SQL preferred)
- Proficiency in using marketing automation systems
- Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits)
- Proven ability to work as a highly effective team member, able to work independently to high standards (including when deadlines are tight)

Desired

- Demonstrated flair / penchant and understanding of new-age enterprise IT tools such as social, mobile, analytics and cloud (SMAC)
- Thorough understanding of UX guidelines of various mobile platforms (iOS, Android, Windows 8)
- Relevant experience & fluency in facilitating brainstorming and ideation sessions
- Efficiency in quickly prototyping the design ideas (by utilizing a variety of prototyping tools/ software's).

Summary Terms and Conditions

Contract: 12-month fixed term contract

Salary: Very Attractive

Annual leave: 22 days holidays per annum pro rata excluding public holidays

Pension: Minimum 10% Employer contribution with minimum 8% Employee contribution

Healthcare: Company scheme subject to terms and conditions.

Life assurance: Company life assurance scheme.

Location: Abuja Nigeria

Notes: This post will be subject to background checks. A full statement of the main terms and conditions of employment will be supplied with any formal offer of employment. This job description does not form part of your contract of employment

How to apply

To apply for this job opportunity, please send a CV and covering letter to recruitment@prioclen.com

Unfortunately, because of the volume of applications we are likely to receive we regret that we are unable to respond to every unsuccessful applicant. If we have not made contact with you within 2 weeks of the closing date you have not been selected for interview on this occasion