

Job Advertisement: Digital Marketer

Position Title: Digital Marketer

Location: Juba

Employment Type: Full-time

Application Deadline: 09th January 2026



Job Overview

McGILMO COMPANY LIMITED is seeking a highly skilled, innovative, and results-driven **Digital Marketer** to join our growing team. The ideal candidate will lead both **digital and traditional marketing efforts**, ensuring consistent brand visibility, audience growth, and strong customer engagement across all platforms.

This role combines creative strategy, analytical insight, and hands-on execution. The Digital Marketer will be responsible for planning, implementing, and optimizing digital campaigns while also supporting broader marketing activities, including branding, market research, product promotion, and corporate communications.

Key Responsibilities

A. Digital Marketing Responsibilities

1. Digital Strategy & Campaign Development

- Develop and implement comprehensive digital marketing strategies that align with business objectives.
- Plan and manage digital campaigns across social media, email, SEO/SEM, and web platforms.
- Monitor online trends, audience behavior, and emerging technologies to enhance campaign performance.

2. Social Media Management

- Create, schedule, and publish engaging content across all social media platforms.
- Manage social media calendars, ensuring consistent brand messaging.
- Track, analyze, and optimize social media performance to increase engagement and growth.

3. Content Development & Branding

- Produce high-quality digital content (graphics, videos, blogs, newsletters, etc.).
- Maintain brand consistency across all online platforms and marketing materials.
- Collaborate with creative teams to develop impactful marketing assets.



4. Digital Advertising

- Plan and execute paid advertising campaigns (Google Ads, Meta Ads, etc.).
- Monitor and optimize ad performance to maximize ROI.
- Conduct A/B tests for ads, landing pages, and audience targeting.

5. Analytics & Reporting

- Track digital campaign performance using tools like Google Analytics and social media insights.
- Prepare detailed monthly reports with insights and recommendations.
- Analyze user behavior to improve digital strategies and conversions.

B. General Marketing Responsibilities

1. Marketing Strategy & Planning

- Support the development of annual marketing plans and promotional calendars.
- Participate in brainstorming sessions to create integrated marketing strategies.
- Ensure alignment of digital initiatives with overall marketing goals.

2. Market Research & Competitor Analysis

- Conduct market research to identify customer needs, emerging trends, and growth opportunities.
- Monitor competitor marketing activities and provide actionable insights.
- Prepare reports that guide marketing decisions and product improvements.

3. Brand Promotion & Awareness

- Develop marketing materials such as brochures, flyers, banners, and presentations.
- Coordinate corporate branding activities including events, product launches, and community engagements.
- Maintain a strong and consistent brand voice across all marketing channels.

4. Customer Engagement & Relationship Management

- Maintain communication with customers across digital and offline platforms.
- Manage customer feedback, inquiries, and reviews to strengthen brand reputation.
- Support strategies to improve customer loyalty and retention.

5. Cross-Departmental Collaboration



- Work closely with sales teams to support lead generation and product promotion.
- Collaborate with operations and customer service teams to ensure brand consistency.
- Support internal communications and employee engagement initiatives when required.

6. Event Marketing & Promotions

- Participate in the planning and execution of trade shows, exhibitions, and promotional events.
- Prepare marketing materials, banners, and displays for events.
- Gather leads and feedback from events to support sales and marketing objectives.

Qualifications & Requirements

- Bachelor's degree in Marketing, Communication, Business, or a related field with proven 2 years experience in digital marketing with a reputable corporation or organization.
- Diploma in Marketing, Communication, Business, or a related field with proven 4 years experience in digital marketing with a reputable corporation or organization.
- Digital marketing and graphics certification is extremely an added advantage.
- Strong understanding of both digital and traditional marketing principles.
- Proficiency in digital marketing tools (Google Analytics, Meta Business Suite, email marketing tools, SEO tools).
- Excellent creative, communication, and content development skills.
- Strong analytical and problem-solving abilities.
- Ability to manage multiple tasks, prioritize, and meet deadlines.
- Experience in graphic design or basic video editing is an added advantage.

How to Apply

Interested candidates should address their application to HR manager McGilmo company ltd and submit your CV, cover letter, and portfolio of previous work to:

careers@mcgilmo.com or a hand delivery to our Head office located at Munuki Block C Opposite Former Charter one Bank.

Please include “**Digital Marketer Application – [Your Name]**” in the subject line.

Female candidates are strongly encouraged to apply!

