



ODEL PLC, a fully owned subsidiary of Softlogic Holdings PLC, is the premier fashion and lifestyle department store chain in the country. With 30 years of expertise in fashion, the company revolves around a simple yet winning philosophy: a relentless pursuit of the highest quality products and services across the globe, coupled with superior customer service that ensures a uniquely memorable shopping experience for the customer.

ODEL is the custodian of a range of much-loved home-grown private label brands while we also hold the franchise for several leading international high fashion brands.

ODEL continuously evolves to offer customers new experiences, new brand additions, and insightful and fashion-savvy campaigns that help keep the brand at the forefront of fashion and lifestyle to both local audiences and tourists who patronize the store.

**ARE YOU A CREATIVE, INNOVATIVE DIGITAL NATIVE WITH A PASSION FOR FASHION?
DO YOU HAVE AN EYE FOR STYLE AND A FLAIR FOR THE WRITTEN WORD?
THEN THIS OPPORTUNITY IS FOR YOU!**

ASSISTANT MANAGER - SOCIAL AND DIGITAL MEDIA

- ◆ Establish overall social and digital media strategy for the brand and manage the timely execution
- ◆ Manage all social and digital media platforms for the brand, by ensuring timely delivery of content and strategic, ROI driven advertising campaigns
- ◆ Respond promptly to customer inquiries and offer a positive customer experience
- ◆ Assist the branding team with the digital execution of branding initiatives
- ◆ Create moodboards, manage and coordinate fashion photoshoots for the brands under the ODEL umbrella
- ◆ Managing costs related to all social/digital media marketing activities
- ◆ Offering analytical insights and regular reports on the performance of digital marketing campaigns

CANDIDATE PROFILE

- ◆ A Degree / Professional qualification in Marketing/ Digital Marketing or a similar specialisation
- ◆ Minimum 2 years of experience in a similar role
- ◆ Proven experience in running paid ad campaigns on Facebook, Instagram, Google ad platforms and LinkedIn
- ◆ Experience in SEO / SEM mechanisms
- ◆ Strong content writing skills
- ◆ Google search ads, display ads and analytics certification preferred
- ◆ Facebook blueprint certification preferred
- ◆ Experience in organising and managing fashion photoshoots

If your profile fits the bill, share your CV with contact details of 2 non-related referees at careers@odel.com

