



We Are Hiring

Digital Marketing Executive

Responsibilities

- Manage and maintain the company's digital and social media channels
- Coordinate and manage day-to-day activities with relevant social media, creative and digital agencies to ensure timely content delivery and execution
- Create, curate, and adapt engaging digital content (posts, reels, short-form videos, stories, captions) aligned with brand guidelines
- Manage and support Google Business Profiles, including Google Maps verification, outlet listings, accuracy, and updates
- Monitor, respond to, and manage Google Reviews in a timely, professional, and brand appropriate manner
- Ensure timely updates of the company's corporate website, including banners, promotions, announcements, and outlet-related content, in coordination with internal teams and vendors
- Monitor performance metrics across social media platforms, Google profiles, and website updates, and prepare basic reports
- Engage with customers by responding to comments, messages, inquiries, and reviews across digital platforms
- Support digital campaigns, promotions, product launches, and seasonal marketing initiatives

Qualifications and Experience

- Experience coordinating with social media, creative, or digital agencies
- Bachelors in Marketing, Mass Communication, Advertising / Brand Communication or related field
- Fluent in English, both speaking and writing.
- Hands-on experience with Meta Business Suite (Facebook & Instagram)
- Familiarity with Google Business Profile management and online reputation management
- Basic understanding of website content management systems (CMS) will be an advantage

Send your CV to: careers@pereraandsons.com