

Who we are?

Al Aseel is an award-winning Australian brand operating within the food, hospitality and retail space and recognised for producing incredible Lebanese cuisine and providing culinary experiences to our patrons.

Today, the Al Aseel group continues to evolve and grow to deliver a number of different services and offerings across NSW including:

The Role

As our Digital Marketer, you will join an energetic Sales and Marketing team who not only love the service they provide for our customers but are highly skilled in the roles.

From the passion that goes into every recipe and meal prepared in our commercial kitchens by hand to the experiences we deliver online, our team love what they do. In this position, you will play a key role in creating amazing digital and social experiences for the Al Aseel community by overseeing and developing content strategies and campaigns that engage and deliver value.

If this sounds like you, apply today!

Your key duties and responsibilities will be, but are not limited to:

- Work alongside our team to plan and execute all website, SEO, SEM, social media and digital design activities for our brands.
 - Brainstorm new and creative campaign ideas with our Sales and Marketing teams.
 - Be comfortable creating content for dedicated article pages targeting relevant keywords and queries.
 - Collaborate with internal teams to create specific website landing pages that target keywords and optimise the user experience for customers.
 - Understand keyword and website analytics data in order to optimise our branded activities.
 - Collaborate with internal teams to create great content and design material for our digital marketing activity.
 - Be comfortable in creating retargeting activities to drive business value through consumer acquisition for e-commerce transactions.
 - Manage our social media calendar, schedule posts and communications with social communities.
 - Measure and report on our overall performance of digital marketing activities at given frequencies.
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Who you are?

- Strong agency or industry experience in digital marketing, campaign planning, monitoring and optimisation.
- Confidence in planning and managing campaign experience across major digital platforms
- Experience in strategic planning
- Able to present and pitch strategies or proposals
- Able to work closely with internal stakeholders to understand their core problems and objectives to translate into marketing strategies.
- Excellent collaboration, communication and presentation skills for effective stakeholder management.

Behaviours

- Tertiary qualifications in marketing, communications or a related field (preferred)
 - Proven working experience in digital marketing
 - Highly motivated, energetic and goal-oriented
 - Excellent verbal and written communication skills
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Next Steps

If you believe this is the next role for you, then please get in touch with us today with your cover letter and resume. Join us as we embark on delivering even more value to customers through our digital marketing. Our Team and Talent will be in touch if you are successful in the next stages of our process.

Al Aseel is an equal opportunity employer.