



<https://heenok.com/careers/open-roles/marketing-and-engagement-specialist/>

Marketing and Engagement Specialist

Description

The Marketing & Engagement Specialist will play a critical role in building and promoting the Heenok brand. This individual will be responsible for developing and executing marketing strategies to increase brand awareness, user engagement, and platform growth. You will also focus on fostering a positive relationship with our user community, ensuring they feel valued, engaged, and excited to be part of the Heenok journey.

Responsibilities

- Develop and execute marketing campaigns that align with Heenok's mission and goals.
- Create and manage content across multiple platforms to increase brand visibility and engagement.
- Lead efforts to build and nurture the Heenok community, ensuring users are informed, engaged, and excited about new updates and features.
- Collaborate with the Growth & Strategy team to ensure marketing efforts align with overall growth initiatives.
- Monitor and analyze marketing campaigns to determine effectiveness and ROI, adjusting strategies accordingly.
- Build and manage partnerships with influencers, content creators, and other external entities to enhance brand presence.
- Stay up-to-date with industry trends, competitor strategies, and emerging marketing channels.
- Manage social media accounts and other communication channels to promote community interaction.

Qualifications

- Proven experience in digital marketing, community management, or engagement roles.
- Strong communication and interpersonal skills, with a passion for community building.
- Familiarity with social media platforms, content creation, and influencer partnerships.
- Strong analytical skills to measure and optimize marketing campaigns.
- Experience in developing and managing marketing strategies from concept to execution.
- A creative mindset with the ability to think outside the box and drive innovation.

Job Benefits

- Be a key player in shaping the voice and image of Heenok.
- Work in a collaborative, dynamic, and forward-thinking environment.
- Remote work opportunity with flexibility in working hours.
- Direct impact on Heenok's growth and brand presence.

Hiring organization

Heenok Technology Limited

Employment Type

Full-time

Industry

Technology

Job Location

Remote work from: Nigeria

Working Hours

The role offers flexibility, emphasizing deliverables over rigid working hours, making it ideal for self-motivated individuals.

Date posted

December 1, 2024

Contacts

If you believe you have what it takes to excel in this role, we'd love to hear from you! Click the **Apply Now** button on our website to get started. Here's what we'll need from you:

1. **Your Personal Information**
2. **Your CV/Resume** – Showcase your skills and experiences.
3. **Your Growth Document** – Share your unique plan (not more than 2 pages) on how you can help Heenok achieve its vision with this role you are applying for.

We're excited to learn about you and your ideas. If you have any questions about the application process, do not hesitate to reach out to us.