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|  | **JOB AND ROLE DESCRIPTION** |

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| **Position Name** | **Digital trafficker** | **Company** | RCG |
| **Job purpose** | In charge of our visibility at an organic or natural level, in search results, and in planning advertising campaign strategies. | | |

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| **REQUIRED QUALIFICATIONS** | |
| **Education** | |
| Advertising, Marketing, Social Communication, Design, or related careers with an emphasis on Digital Marketing. | |
| **Training or Expertise** | |
| Knowledge and experience in Facebook ADS, Google Ads, LinkedIn Ads, and digital media plans especially in web traffic and lead generation.  Desirable certification in Google AdWords. | |
| **Experience** | Minimum 3 years of experience in optimization strategy planning and pay-per-click. |

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| **JOB FUNCTIONS** |
| Lead the demand generation strategy to help the company increase short- and long-term sales. |
| Elaborate and implement internet advertising campaigns, in order to increase the visibility of the brand and achieve its objectives. |
| Account performance analysis and research of new advertising opportunities. |
| Specialist in Search Engine Optimization strategies. |
| Know and manage Google tools (Analytics, Search Console, AdWords Advanced), SEMrush. |
| Perform website audits, (indexing, authority, trust flow, citation flow, backlinks, analytics. webmaster’s tools, speed, etc.) |
| Propose content improvement ideas to improve the visibility and SEO positioning |
| Participate in the definition of campaign strategy and multi-channel marketing plans. |
| Monitor the organic positioning and communicate performance reports |
| Maximize performance and CPA/ROI, as well as the main KPIs of the campaigns. |
| Research and keep abreast of the latest digital marketing trends |
| Client service and interaction skills are needed most of the time. |

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| **REQUIRED SKILLS** |
| Analytical, critical, and strategic thinking skills. |
| Strong communication skills, interpersonal skills, and executive capabilities to interact with different organizational areas and profiles. |
| Effective communication (oral, written) |
| Good adaptability results-oriented, and team player. |
| Excellent time management skills |
| Strong organizational and multi-tasking skills |
| Superior attention to detail |
| Ability to work in and thrive in a fast-paced environment |
| Integrity and professionalism |
| Customer service Experience |
| Patient, Positive and upbeat attitude |

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| **WAGE COMPENSATION** |
| **Full-time job Monday- Friday 9:00 AM -6:00 PM EST**  **Compensation: 5’000.000 COP- 6’000.000 COP**  **Internet and computer must be covered by the employee** |