

Team Lead, Digital Marketing

Description

The Team Lead Digital Marketing will oversee the planning, execution, and optimization of digital marketing strategies across multiple brands. This role ensures brand consistency, drives audience engagement, and leverages data-driven insights to achieve measurable growth in visibility and stakeholder satisfaction.

Responsibilities

- Develop and implement digital marketing strategies that align with overall business objectives and ensure consistent brand messaging across all subsidiaries.
- Manage brand presence online, ensuring uniform tone, visual identity, and messaging across websites, social media, email campaigns, and other digital channels.
- Lead content strategy and creation, including blogs, social media posts, email campaigns, and website updates, ensuring high-quality and engaging content.
- Plan and execute digital campaigns to increase website traffic, improve SEO rankings, and boost social media engagement.
- Conduct market research and competitor analysis, using insights to optimize campaigns and improve performance.
- Monitor and analyze digital marketing metrics using tools like Google Analytics and social media insights, providing actionable recommendations for improvement.
- Build and maintain media relationships, securing placements in top publications and collaborating with influencers to enhance brand credibility.
- Drive stakeholder engagement through webinars, digital campaigns, and advocacy initiatives, ensuring high satisfaction levels.
- Coordinate digital events, ensuring seamless execution and strong audience participation.
- Lead and mentor the digital marketing team, fostering collaboration and continuous improvement.
- Execute other duties within the team in line with operational needs.

Qualifications

- Education: Bachelor's degree in Marketing, Communications, or related field.
- Experience: Minimum 3-5 years in digital marketing
- Expertise in SEO, SEM, Google Analytics, and social media management tools.
- Proficiency in content management systems and email marketing platforms.

Hiring organization

Tenece Holdings Limited

Employment Type

Full-time

Job Location

Lagos, Nigeria

Date posted

July 21, 2025

- Strong leadership and team management abilities.
- Excellent communication and strategic thinking skills.
- Ability to manage multiple projects and deadlines effectively.