

**JOB DESCRIPTION**

**Title: Digital marketing manager**

**APL Media Limited is l**

**Maintain other third-party advertising campaigns, such as Flipboard and Taboola**

**Requirements**

**Understanding of the advertising environments of social media platforms, including Facebook, Instagram, Twitter and LinkedIn**

**Understanding of ad serving tools**

**Understanding of Google Ad Manager**

**Understanding of web analytics tools, such as Google Analytics and Webtrends**

**Proven work experience in digital marketing**

**Experience with A/B and multivariate experiments**

**Knowledge of HTML, CSS and JavaScript development constraints**

**Strong analytical and data-driven thinking**

**Consistently to date with the latest trends and best practices in online marketing and measurement**

**An eye for design and photography, and an excellent standard of written English (desirable)**

**What else?**

- **If you're interested in this position, please send a copy of your CV with a cover letter stating**

