



woodpro

Job Advertisement

Digital Marketer

WoodPro is an interior contractor and trader, specialized in bespoke furniture and interior solutions.

WoodPro, Imports and sell furniture production materials and offers carpentry services to vast furniture production industry of Maldives through its modern joinery factory.

Under its business portfolio, WoodPro owns and operate the following businesses.

- Cabinet&Co; An all-rounder interior solution provider, interior design, interior build and interior décor.
- Build&Co: specialize in civil interior works, and trading of building materials for the build market.

Digital Marketer is primarily responsible for creative presentation of WoodPro and Cabinet&Co on all digital marketing platforms, undertaking creative content creation and related efforts to marketing of company's product and services. The person is required to be.

- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Software Proficiency • Adobe Illustrator • Adobe Photoshop • Adobe Premier Pro, Microsoft Office and any other suitable software to generate required creative output.
- Photography and Videography knowledge with techniques to use modern devices.
- Self-driven, punctual and ability to meet deadlines.
- Means of transportation is an added advantage.

Duties & Responsibilities

1. Proposing creative content and presentation for product and service promotions.
2. Conducting photography and videography to make promotional content.
3. Conducting market research to understand product and service SWOT and counter effective marketing campaigns.
4. Managing digital media platforms; posting, editing and boosting.
5. Effectively managing Ads Manager and SEO to achieve maximum and most effective digital reach for the target audience.
6. Conducting store and work site visits to carryout product and project coverage for marketing and promotional content.
7. Communicating and passing knowledge to internal team members to upskill the marketing knowledge and capabilities.

Behavioral Attributes:

1. Passion for interior design, aesthetics, beautiful living space and wood works.
2. Team player loves having fun and contribute for healthy work environment.
3. Punctuality to work and task completions.
4. Care for details and invisible areas.
5. Honesty and express what you feel is right, ready to challenge and agree to disagree on things.
6. Hardworking and work tirelessly for result.
7. Understand that money is the bottom line for growth and sustainability.
8. Posses' managerial attributes, to achieve career growth within company along with company growth.

Salary

- An average take home salary of USD 500, structured as follows.
 - 60% as Basic Salary
 - 40% as Attendance Allowance
- Yearly Increments based on performance and company business growth.
- Company will provide Food Allowance, Shared Accommodation, and borne charges of visa and work permit in the Maldives.

To Apply; send us your resume, photograph, certificates and experience letters to people@woodpro.mv.