# American University of Beirut

## Fall Special Employment Day 2016

From September 5 to October 7 2016  
AUB Campus

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## JOB VACANCY FORM

### Job Type: Full-time

**Job Title:** Digital Marketing Manager

**Application Deadline:** December 31, 2016  
**Reference Number:** FSED16-19

### Company Description

**NAME OF FIRM/INSTITUTION:** IFP Group  
**TYPE:** Regional  
**INDUSTRIAL SECTOR:** Events Industry  
**FIRM WEBSITE:** www.ifpexpo.com
JOB DESCRIPTION:

We are looking for an experienced, innovative, data-driven Digital Marketing Manager to build and optimize its online customer acquisition infrastructure. Working collaboratively and cross-functionally, the Digital Marketing Manager is responsible for the design and implementation of IFP Group’s online acquisition funnel involving UI, website architecture and UX, social media strategies, online conversion metrics, and the marketing automation & measurement tools for continuous improvement. The Digital Marketing Manager plays a key role in IFP Group’s transformational strategy in the wake of the events industry’s digitalization.

JOB LOCATION: Hazmieh, Lebanon

DEGREE: BACHELOR, MASTER IS A PLUS, MBA

MAJOR/ EMPHASIS: Advertising, Communication, Marketing, Business Administration, or Computer Science

WORK EXPERIENCE: 5-8 YEARS

SKILLS:

Language Skills: Arabic Language, English Language
Computer Skills:
Other Skills:
- Excellent problem-solving skills
- Ability to influence and build consensus with internal customers
- Pragmatic approach to trial and error
- Ability to manage a high workload and prioritize effectively
- Proven ability to harness analytic and number skills
- Well-organized and attentive to detail

Basic Salary Range:

Other benefits include:

WORKING DAYS: FROM MONDAY TO FRIDAY

WORKING HOURS: FROM 8:30 TILL 5:30

How to Apply

Interested candidates may send their resumes to mg03@aub.edu.lb specifying the reference number: FSED16-19

If you wish to be removed from the mailing list of Career and Placement Service, Student Affairs, click on the following hyperlink: http://tinyurl.com/CPS unsubscribe and fill the necessary information.
ALL STUDENTS AND AUB GRADUATES SHOULD ATTACH THEIR UPDATED RESUME WITH EVERY JOB APPLICATION; OTHERWISE, YOUR EMAIL WILL BE DISREGARDED.

For further information, please do not hesitate to contact:

Dr. Maryam Ghandour

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The job vacancies are for AUB students and alumni ONLY.