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### JOB VACANCY FORM

X Full-time  □ Part-time  □ Summer-Job  Internship

**Job Title:**  Digital Asset Analyst

**Reference Number:** 260514-6

**Application Deadline:**

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### Company Description

**TYPE:**  X Local  □ Regional  Multinational

**INDUSTRIAL SECTOR:**  strategy consulting and marketing services

**BRIEF FIRM DESCRIPTION:**
Our company is a strategy consulting and marketing services firm. Our "unified engine proposition" delivers an integrated and coherent marketing engine that is easy to orchestrate.

We believe that what is referred to as digital is simply a set of tools that help organizations deliver on their relational promise which in turn is part of a bigger effort of making a business more customer centric. Having said that coming up with a relationship strategy is easier said than done and for that purpose we have created our own tool "intimacy factor" that sets the bases for our strategies. Once the relational platform is defined, we plan for interaction, inbound marketing and post purchase using journey mapping, eye-tracking research, social significance model and sophisticated data modeling techniques.

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### Job Description

**BRIEF JOB DESCRIPTION:**

The Digital Asset Analyst will be responsible for leading all the artifacts of clients in marketing related channels (website, direct email communications and marketing campaigns).

The Digital Asset Analyst will be responsible for executing marketing campaigns and for the data analysis and monitoring of the performance of all the assets being used.
JOB LOCATION(S):
City: Beirut Country: Lebanon

DEGREE:
X Bachelor Master is a plus □ Doctoral Degree
□ Undergraduate Student/ Degree not Necessary □ Teaching Diploma

MAJOR/ EMPHASIS: Computer science, Business (Marketing), Engineering

WORK EXPERIENCE: Up to 1 year experience

SKILLS:

Languages Skills: x English  X Arabic  French  Other:

Computer Skills:
Other Skills:
Passion for new technologies, familiarity with common digital tools.

SALARY
Basic Salary Range:
Other benefits include:
□ Accommodation  X Health Insurance  □ Return Ticket  □ Bonus
X Laptop  □ Mobile Phone  □ Children’s Education  X Transportation
X Lebanese NSSF  □ None

WORKING DAYS: MONDAY TO FRIDAY
WORKING HOURS: 9-6

How to Apply

Interested candidates may send their resume and cover letter by email to: Dr. Maryam Ghandour (mg03@aub.edu.lb) specifying the reference number: 260514-6

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ALL STUDENTS AND AUB GRADUATES SHOULD ATTACH THEIR UPDATED RESUME AND COVER LETTER WITH EVERY JOB APPLICATION; OTHERWISE, YOUR EMAIL WILL BE DISREGARDED.

For further information, please do not hesitate to contact:
The job vacancies are for AUB students and alumni ONLY.