

Job Title: Marketing Specialist
Location: Mainland, Lagos, Nigeria
Employment Type: Full-Time

About Semicolon

At Semicolon, innovation ignites impact! We're not just a company but a vibrant ecosystem that fuels Africa's digital revolution. Our mission? To enable digital transformation in Africa through tech-focused talent and businesses. Here, you'll find a community of trailblazers, passionate learners, and change-makers. From cutting-edge curriculum to mentorship, real-world projects, and career development, Semicolon is where impact happens.

Scope

The Marketing Specialist will play a key role in executing Semicolon's marketing strategies, focusing on content creation, social media management, SEO, digital advertising, UX writing, and lead generation. This role requires a strategic thinker who can communicate effectively, manage multiple projects, and contribute to the growth of our brand.

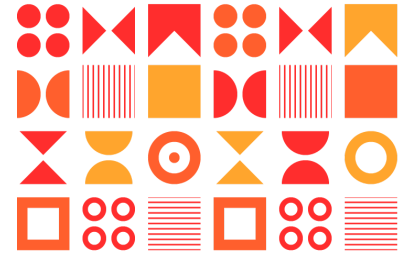
Key Responsibilities

Content Marketing:

- Create engaging content for blogs, social media, newsletters, and other digital platforms.
- Collaborate with the Marketing Manager to produce high-quality case studies, articles, and reports that amplifies Semicolon's work and impact.

Social Media Management:

- Manage and grow Semicolon's presence across social media platforms (LinkedIn, X, Instagram, Facebook).
- Create and distribute content that engages our community and builds brand awareness.
- Monitor social media trends and analytics to optimize engagement strategies.

**SEO:**

- Implement on-page and off-page SEO strategies to improve organic search rankings.
- Conduct keyword research and optimize website content to drive traffic.
- Track and report on SEO performance, making data-driven recommendations for improvement.

Email Marketing:

- Design and manage email marketing campaigns to nurture leads and engage with our audience.
- Use email marketing automation tools to segment audiences and personalize communications.
- Analyze campaign performance and adjust strategies to increase open and click-through rates.

Digital Advertising:

- Plan, execute, and optimize paid advertising campaigns across platforms including Google, Facebook, Instagram, LinkedIn, and X.
- Monitor ad performance and adjust bids, targeting, and creatives to maximize ROI.
- Provide regular reports on campaign outcomes and insights.

UX Writing:

- Craft clear, concise, and user-friendly copy that enhances the user experience across Semicolon's digital products, including websites, landing pages, and applications.
- Collaborate with the design and development teams to ensure that the language used in the user interface (UI) aligns with the overall user experience (UX) goals.
- Conduct A/B testing of copy to determine effectiveness and improve user engagement.

Lead Generation:

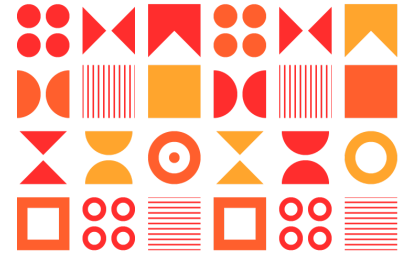
Website: www.semicolon.africa

Email: info@semicolon.africa

Tel: 0906 000 8609

Social: [@semicolonafrica](https://www.instagram.com/semicolonafrica)





- Generate and nurture leads through various channels, including content marketing, digital ads, events, and email campaigns.
- Track and analyze lead generation metrics in a bid to improve lead quality and conversion rates.

Copywriting:

- Craft compelling and persuasive copy for various marketing materials, including ads, social media posts, blog posts, and email campaigns.
- Ensure consistency in messaging and alignment with brand voice across all content.

Collaboration and Communication:

- Work closely with the Marketing Manager to align marketing activities with business goals.
- Collaborate with cross-functional teams to ensure cohesive and integrated marketing strategies.

Requirements

Experience Range: 3-4 years of relevant experience in a marketing role, particularly in digital marketing, content creation, and campaign management.

Certifications:

Certifications in digital marketing, content marketing, or social media are a plus but not mandatory.

Think you have what it takes?

Apply here:

https://docs.google.com/forms/d/1S8xpgjptZj1AljQpjp2fOyM-fsq_48wm9bnmcLX_9Mg/edit