



## Job Description

### Digital Marketing Coordinator

**Location:** Hazmieh, Lebanon

**Type of Contract:** Full-time

**Starting date:** As soon as possible

**Languages:** Fluent in English, French, and Arabic

**Contact Person Email :** [careers@fairtradelebanon.org](mailto:careers@fairtradelebanon.org)

#### ABOUT FAIR TRADE LEBANON

Fair Trade Lebanon is dedicated to promoting local and sustainable development by supporting small producers and cooperatives through fair trade practices. We manage both NGO-focused accounts and brand marketing, with a portfolio of brands that are exported to access international markets.

#### SCOPE OF WORK

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##### Overview

Fair Trade Lebanon is seeking a **Digital Marketing Coordinator** to join our dynamic marketing team. This role will focus on supporting both our NGO and brand accounts, managing social media platforms, websites, email marketing campaigns, and paid advertising. The ideal candidate will be fluent in **English, French, and Arabic** and have a solid understanding of digital marketing tools and strategies.

##### Key Responsibilities

- **Social Media Management:**
  - Develop, schedule, and execute engaging content across social media platforms (Facebook, Instagram, LinkedIn, etc.).
  - Engage with audience to build community and monitor social media trends to ensure strategies stay relevant and effective.
  - Analyze and report on social media performance, adjusting strategies as needed.
- **Website Management:**
  - Create and update website ensuring all content is current and aligns with marketing strategies (including new products, newsletters, projects, etc).

- **Email Marketing:**
  - Write, design, and distribute email marketing campaigns, including newsletters and promotional offers, in both English and French.
  - Track performance metrics and optimize campaigns to improve engagement and conversion rates.
- **Campaign Management:**
  - Assist in planning and executing paid campaigns (Meta Ads Manager, Google Ads) to drive traffic and conversions.
  - Monitor performance and adjust targeting, creatives, and budgets to meet campaign objectives.
- **Analytics and Reporting:**
  - Use tools such as Google Analytics, Meta Business Suites Insights, and other digital platforms to measure campaign performance.
  - Prepare monthly reports detailing the effectiveness of digital marketing efforts and propose strategies for improvement.

#### **Training & Capacity Building for SMEs:**

- Assist in delivering training sessions to SMEs on digital marketing best practices, including social media strategies and content optimization.
- Provide ongoing guidance to SMEs to help improve their online presence, engagement, and overall digital marketing efforts.

#### **Required Qualifications:**

- **Languages:** Fluency in **English, French, and Arabic** (both written and spoken).
- **Education:** Bachelor's degree in Marketing, Digital Media, Communications, or a related field.
- **Experience:** 1+ years of experience in digital marketing

#### **Skills:**

- Strong understanding of social media platforms and digital marketing trends.
- Creative mindset with attention to detail.
- Strong multitasking and organizational skills, with the ability to juggle multiple projects and meet deadlines.
- Data-driven mindset with the ability to analyze and interpret digital marketing metrics.
- Proficiency in digital tools such as Google Analytics, Google Ads, MailChimp, and Meta Ads Manager is a plus.