



<https://petrotrade.devpreview.net/vacancies/digital-marketing-officer/>

Digital Marketing Officer

Description

Petrotrade is seeking a **Digital Marketing Officer** to join our dynamic team. The ideal candidate will be passionate about digital trends, have strong creative skills, and be results-oriented in driving brand visibility and campaign performance across all digital platforms

Responsibilities

- Plan and execute digital marketing campaigns (SEO, email, social media, PPC).
- Manage social media platforms and create engaging content.
- Optimize content for website and landing pages (WordPress experience is an advantage).
- Monitor and report on performance of all digital campaigns using analytics tools.
- Coordinate with design and development teams to align content with technical implementation.
- Conduct competitor and audience research.
- Stay up to date with latest digital marketing trends and technologies.

Qualifications

- Bachelor's degree in Marketing, Communications, or related field.
- Minimum 2 years' experience in digital marketing or a similar role.
- Knowledge of SEO, Google Ads, Meta Ads, and analytics tools.
- Strong writing and communication skills.
- Creative thinking and attention to detail.
- Experience working in an agency or tech company is a plus.

Job Benefits

- A competitive salary
- A dynamic and collaborative team culture
- Opportunities for training and professional growth
- Involvement in high-impact projects for top-tier clients

Contacts

Send your CV, cover letter, and links to any portfolio work to careers@petrotrade.co.zw with the subject line:

"Application – Digital Marketing Officer"

Hiring organization

Petrotrade

Employment Type

Full-time

Beginning of employment

01/10/2025

Job Location

Harare, Zimbabwe

Working Hours

8

Date posted

September 25, 2025

Valid through

30.09.2025