



Job Opportunity: Graphics and Digital Marketing Officer

Location: Kampala, Uganda

Company: D&M Group International Ltd

Reports to: Sales & Marketing Manager Job

Purpose:

We are looking for a highly creative Graphics and Digital Marketing Officer to develop engaging visual content and digital marketing strategies to enhance brand visibility and drive sales. The ideal candidate will have a passion for design, social media management, and online brand promotion.

Key Responsibilities:

1. Design compelling graphics for marketing materials, including social media posts, brochures, banners, and product packaging.
2. Develop and manage content for digital marketing campaigns across social media, websites, and other digital platforms.
3. Optimize social media strategies to increase brand engagement and customer interaction.
4. Create, edit, and publish multimedia content, including videos, animations, and infographics.
5. Monitor and analyze digital marketing performance, making data-driven recommendations for improvement.
6. Ensure brand consistency across all marketing materials and digital channels.
7. Collaborate with the marketing and sales teams to develop targeted promotional campaigns.
8. Manage and update the company's website to ensure timely and relevant content.

Qualifications and Experience:

1. Bachelor's degree or diploma in Graphic Design, Marketing, Digital Marketing, or a related field.
2. Proficiency in graphic design tools such as Adobe Photoshop, Illustrator, InDesign, or Canva, photography and videography.
3. Experience in digital marketing, social media management, and SEO strategies.
4. Strong content creation and copywriting skills.
5. Ability to work in a fast-paced environment and meet deadlines.



How to Apply:

If you are passionate about driving business growth, expanding market reach, and promoting sustainable agro-processing solutions, apply!

To Apply: Submit your resume and a cover letter detailing your experience and why you are the perfect fit for this role to info@dmgroup.org.ug with the subject line “**Graphics and Digital Marketing Officer Application**” by **15th April 2025 at 5:00pm**.

Join us in building a legacy of value creation for agricultural produce, transforming lives, ensuring food security, and preserving natural resources for future generations!