

**From:** Human Resource Department

**To:** Damola Olasukanmi

**Role:** Associate Consultant, Digital (Precise) and Business Lead (Teon Engine)

**Overseeing:** Digital Team

**Reports to:** Funke and MD

**Job objective**

**Precise Digital**: To lead the Digital team in creating and implementing strategies for digital marketing, social media engagement and content creation (community management), influencer marketing, digital ads and digital campaigns/digital client engagement.

**Business Lead Teon Engine**: To manage the day to day business interaction of Teon Engine’s business portfolio- product design, product launch, marketing and prospective client engagement

**Job Responsibilities**

* Set job objectives that enable individual member contribution to the team
* Oversee the structure of the digital team
* Oversee and manage digital campaigns and client engagement processes
* Audit and analyze digital landscape - trends, insights, develop and manage campaign budget to ensure profitability
* Manage all influencer campaigns from conceptualization to on-boarding and implementation.
* Manage all digital communication campaigns
* Liaise with clients to understand the background of brand, identify business objectives and design work structure based on this
* Acquire a comprehensive context for digital strategies by analyzing information and data to determine the digital campaign direction
* Review the team’s monthly plans to determine internal profitability while achieving client’s objective
* Review marketing campaigns for effectiveness and appropriateness to ensure compliance with industry standards
* Review, advise and manage budgets showing cost of digital campaign elements, to ensure client’s objectives are met and the business is profitable
* Implement and monitor effectiveness of approved digital campaign plans and budget
* Responsible for creating daily, weekly and monthly reporting structure such as Precise Tracker and monitoring, daily deliverable, weekly status report or campaign report and monthly portfolio review (budget, financing etc)
* Represent Precise in a consultancy capacity at all Meetings with clients and attend agency briefings and reviews

KPIs

1. Achieve 20% of the company’s total annual revenue from New Businesses
2. Achieve 20% of of the company’s total annual revenue from projects (for the existing business portfolios)
3. Add two (2) more businesses to the portfolio within six months (March to August, 2024)
4. Train members to manage digital campaigns from conception to execution with limited

Supervision. Timeline for accomplishing this is six months (i.e by August, 2024)