



# JOIN THE TEAM!

## Digital Program Specialist

### Marketing

The incumbent will be responsible for monthly and quarterly analysis, KPI tracking, and reporting on our Digital program's performance using multiple Reports, Dashboards, and Google Analytics. He/she would be working closely with the design and development team to enhance the user experience. Knowledge of reward programs and app gamification operations would be a plus.

The ideal candidate should be able to conduct QA and UATS of the Digital Programs/ Mobile App. The Candidate would also be responsible for developing content and strategy framework.

#### Requirements:

Qualification: Master's/Bachelor's Degree in Marketing

Experience: 1-3 years of experience

Location: Head Office, Karachi

Interested individuals may send their CV with position title as the subject at: [hrd@efulife.com](mailto:hrd@efulife.com)

