



Digital Program Specialist Marketing Department

EFU Life is looking for a professional to become part of our Marketing department.

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

Interested individuals may send their CV with position title as the subject at: hrd@efulife.com

Head Office, Karachi

