

Digital Marketing Officer (Ref: JDDMO-NV26_1.0)

Polytechnics Mauritius Ltd · Vacancy · October 2026

Department	Marketing
Reports to	Marketing Manager
Salary	Negotiable, commensurate with qualifications and experience

Qualifications

- A Degree in Marketing or Management or Business from a recognized institution, or an alternative qualification acceptable to the Board.
- A Certificate or Diploma in Digital Marketing would be an advantage.

Experience

- At least 3 years' proven experience in digital marketing, including online and social media content creation and management.

General duties

1. To report to the designated supervisor or Head of Department.
2. To contribute to the strategic development and operational goals of the department or team.
3. To provide leadership and guidance in the planning, implementation, and improvement of assigned areas.
4. To ensure activities and projects are carried out in accordance with institutional standards, policies, and regulations.
5. To support continuous improvement initiatives and innovation within the department or team.
6. To mentor and provide guidance to junior staff, supporting their professional development and performance.
7. To assist in resource planning, operational management, and efficient use of departmental assets.
8. To represent the department in committees, working groups, and institutional initiatives as required.
9. To promote knowledge sharing and the adoption of best practices within the team or department.
10. To perform any other duties related to the advancement, management, and success of the department or institution.

Technical duties

Reporting to the Marketing Manager or any delegated officer, the duties of the postholder will, inter alia, include but not be restricted to:

1. To plan and implement PML's social media approach by creating digital marketing campaigns for online channels such as websites, apps and social media, developing market research surveys and working with focus groups.
2. To write engaging content for websites, email and social media for advertising campaigns for PML courses.
3. To post to and monitor a range of social media accounts simultaneously.
4. To help grow social reach, engagement and referral traffic.
5. To spot social media trends, including new platforms and changes to existing ones.
6. To write content that is suitable for various social media platforms.
7. To develop ownership of PML's social media platforms.
8. To respond to and address clients' queries and complaints efficiently, professionally and in a timely manner.
9. To drive engagement and conversations with the community and establish brand loyalty.
10. To identify tactical and relevant opportunities to engage with client communities.
11. To execute and optimise content during campaigns to ensure momentum and optimal visibility.
12. To keep up to date with the latest trends within the digital and social media landscape.
13. To execute social media competitions and collate entries.
14. To compile weekly and monthly social media platform reports.
15. To monitor effective benchmarks (best practices) for measuring the impact of social media campaigns.
16. To analyse, review and report on the effectiveness of campaigns to maximise results.
17. To keep fully up to date with all that is happening within the organisation.
18. To brief other professionals, such as web designers, on advertising campaigns.
19. To design and write e-communications such as newsletters and text campaigns.
20. To improve website navigation to provide an excellent user experience.
21. To make information and advertising more interactive by adding case studies, videos and infographics to websites, apps and social media.
22. To use data from web tracking tools such as Google Analytics to check the effectiveness of marketing campaigns.
23. To track the success of marketing campaigns and periodically present findings to management.
24. To keep knowledge current and anticipate new digital marketing trends, such as video advertising.
25. To perform such other duties directly related to the main duties listed above or related to the delivery of the output and results expected from the Digital Marketing Officer in the roles ascribed to him/her.

Skills

Good command of English and French; strong writing and editing skills (text, photo and video); working knowledge of content management systems, SEO, Google Analytics and paid online advertising.

Closing date: 23 October 2026

How to apply: Online only, through the PML careers portal at <https://www.poly.ac.mu/careers/>

Applications sent by email, post or hand delivery will not be considered.