

**Post : Digital Marketing Officer**  
**(On Contract basis- 1 year – Renewable)**

Helvetia Youth Hub  
Helvetia  
St Pierre 81405

**Salary : Rs 30 700**

T : 460 9004

E : [nycmauritiushub@gmail.com](mailto:nycmauritiushub@gmail.com)

### **Qualifications:**

- A.** (i) A Degree in Marketing / Digital Marketing from a recognised institution  
(ii) Reckoning at least two years' experience in a similar position.

or an equivalent qualification acceptable to the Council.

**B.** Candidates should –

- (i) be proactive and have the ability to work under pressure;
- (ii) possess good interpersonal and communication skills;
- (iii) possess good analytical and problem-solving skills; and
- (iv) Keep abreast of the latest trends and best practices in digital marketing.

Candidates should produce written evidence of knowledge claimed

### **AGE LIMIT**

Candidates should have reached their 18<sup>th</sup> birthday and should not have reached their 45<sup>th</sup> birthday by the closing date for the submission of application.

### **Role and Responsibilities:**

To advise, market and manage the social media platform of the Council, including mobile app and website.

### **Duties**

1. To devise the scope and recommend suitable approach for digital marketing projects.
2. To create landing pages and optimise contents of digital platforms.
3. To plan, coordinate, implement and monitor:
  - (i) search engine optimisation and digital marketing campaigns.
  - (ii) schedule of activity / post on the Website, Mobile App and across social media platforms such as Facebook, Twitter, Instagram, YouTube, etc;
4. To create and test visibility of brands.
5. To manage / advise on the online dissemination of information on products / services to the youth.
6. To create and design materials / contents for the digital platform including posters, catalogues, brochures and small videos.
7. To monitor, report, and analyse key online marketing metrics to track performance of digital campaigns/ Monthly Social Media Audit Report.

8. 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.

**NOTE:** The Digital Marketing Officer will be required to work beyond office hours including Saturdays, Sundays, and Public Holidays.

## MODE OF APPLICATION

1. Job information and Application Form may be obtained at the National Youth Council Office, Helvetia Youth Hub, Helvetia, Saint Pierre or on the website <https://nyc.govmu.org/#downloads>
2. Only qualified persons should apply and should submit their application on the prescribed Application Form **ONLY**.
3. Envelopes should be clearly marked on the top left-hand corner the post applied for.
4. Incomplete, inadequate or inaccurate filling of the Application Form may cause a candidate's elimination. It is an offence to give information which is false or to conceal any relevant information. This may lead to an application being rejected or, if a candidate has already been appointed, to the termination of his appointment.
5. Copies of Birth and Educational certificates should **NOT** be submitted with the application, but applicants should produce originals if and when called upon to do so.
6. Applications should reach the Secretary, National Youth Council, Helvetia Youth Hub, Helvetia, Saint Pierre not later than **16:00 hours on Monday 11 August 2025** through registered post **ONLY**. Applications obtained after the closing date and time will **NOT** be considered.

**THE NATIONAL YOUTH COUNCIL RESERVES THE RIGHT NOT TO MAKE ANY APPOINTMENT FOLLOWING THIS ADVERTISEMENT.**

**21 July 2025**