

## **We're Hiring – Digital Marketing Specialist ! 🚀**

Join the most exciting digital marketing team in Mauritius & kickstart your career with real impact!

### **Who We Are**

We're ABZ Group, the team behind some of the island's most-loved platforms:

Deals.mu, Otayo, Mauritius Attractions, Cinema.mu, Ciné sous les Étoiles, Restaurants.mu, and so many more.

With 750,000+ monthly website visitors, over 1 million followers on social media, we're proud to be the largest internet group in Mauritius.

We're also the creators of some of the most sensational, viral TikTok videos and social content on the island—built on bold ideas, creativity, and a fearless marketing team.

### **What You'll Do:**

As a Digital Marketer at ABZ Group, you'll be part of a dynamic team where creativity meets performance. You will:

- Conduct market and consumer research to guide digital strategies
- Manage and grow social media platforms, blogs, and websites
- Analyze website traffic and performance metrics to inform marketing tactics
- Support and execute digital campaigns across multiple channels
- Optimize campaigns for engagement, reach, and conversion
- Create fresh, bold content and ideas that resonate and go viral
- Provide reporting and insights to support data-driven decision making

### **What We're Looking For**

We're after someone passionate about marketing, eager to learn, and excited to grow. Ideally, you have:

- A degree in Marketing, Digital Marketing, or equivalent
- Strong analytical and research skills
- Creativity and attention to detail
- Experience with digital tools like Google Analytics, Excel, Meta Ads Manager, etc.
- Familiarity with managing social media and online advertising
- Strong communication and presentation skills
- The ability to manage time well in a fast-paced environment

## **Why Join Us**

At ABZ Group, you'll do more than work—you'll grow, explore, and push the limits of what marketing can be.

- Competitive salary based on skills and performance
- A supportive and modern workspace filled with energy and creativity
- Learn directly from top digital marketers and marketing strategists
- Work on campaigns that people talk about—including viral video concepts
- Get awesome perks, including discounts across all our platforms

## **Ready to Apply?**

If you're excited to join a company where your ideas matter and creativity is celebrated—we want to hear from you.

Send your CV to [hr@abzgroup.info](mailto:hr@abzgroup.info) or apply online at [abzgroup.info/careers.html](http://abzgroup.info/careers.html)

Your future in digital marketing starts here. Let's make it unforgettable.