

Position: Digital Marketing Specialist

We are looking for energetic people to manage online advertising campaigns on platforms such as LinkedIn, Google, Facebook, Bing & Instagram. Digital Marketing Specialists will be responsible for creating engaging copy and landing pages, daily optimization and monitoring, monthly reports, and frequent communication with clients.

Who you are:

- You know the basics of B2B marketing, online campaign etc
- You know how to plan and manage your time
- You have creative and good presentation skills
- You're knowledgeable in key areas of B2B marketing (SEO, social media, content marketing, email marketing, PPC and SEM)
- You know how to plan, create and implement a B2B marketing strategy
- You understand the key measurement tools available
- You know how to develop social presence and advocating brands effectively
- You stay current in marketing trends and news e.g. Google updates. LinkedIn update and changes in algorithms

Responsibilities:

- Contributes information, ideas, and research to help develop marketing strategies
- Helps to detail, design, and implement marketing plans for each product or service being offered
- Develops sales strategies and approaches for various products and services, such as special promotions, sponsored events, etc
- Answers questions from clients about product and service benefits
- Analyses trends, data, demographics, pricing strategies, and other information that can potentially improve marketing and sales performance
- Managing campaigns on social media platform, digital marketing ads, online promotional ads and etc
- Monitoring performance and provide regular performance reports for managers and executives
- Set sales and marketing activity and goal for quarterly plan and review
- Create and maintain a strong company image and branding at all times.
- Develop and recommend creative marketing strategies to improve sales volume and profit forecasts to meet business goals
- Maintaining websites and looking at data analytics
- Ensure strong customer satisfaction and experience at all times
- Ensure quality sales engagement and proposal.
- Responsible for new market penetration and developing net new customers.
- Able to up-sell end to end solution (Data Centre services, IT Managed Support services, Network services etc)
- Working cross functionally to build strong relationships with key customers.
- Responsible for maintaining up-to-date awareness of competitors' activities.
- Any other tasks that being assigned by your superior or management

Additional standout skills

- Copywriting skills
- Design skills (to create appealing Facebook and Instagram ads)
- Deep knowledge of Facebook, Instagram, Yelp, Google and Bing's advertising platforms

Core Competency:

- Ability to execute tactical sales and marketing plans
- Highly organized and effective time management skills

- Good social media, IT skills.
- Ability to create and deliver compelling presentations
- Communication skills and networking ability
- Fluent in English, Chinese and Malay

Knowledge & Skills

- Possess Bachelor's Degree, Post Graduate Diploma or Professional Degree in Business / Marketing or equivalent qualification
- Minimum 2 years working experience in Sales and Marketing roles. Preferably in IT Services or Telecommunication industry.
- Possess good exposure in Data Centre, IT Services/ Telecommunication / Enterprise industry
- Aggressive, customer service oriented, good interpersonal and strong verbal and written communication skills in English is required
- Innovative, Creative and Independence
- Good skills in social media platform, digital marketing ads, online promotional ads and etc.
- Commercial awareness
- Strong leadership, result-oriented and possess good business acumen