



**JOB DESCRIPTION**

Position	Reporting to	Department
Senior Officer, Digital Marketing	Marketing Manager	Marketing

We are looking for an experienced and result-driven Senior Officer, Digital Marketing to join our awesome marketing team! As a Senior Officer, Digital Marketing at our company, you will be responsible for setting up, implementing, and managing the overall company's digital marketing strategy.

Digital marketing strategies are extremely important for our company's success, so your role will be crucial in achieving our business goals and objectives.

We are expecting you to have experience and a big passion for digital technologies and all digital marketing channels.

**I. MAIN DUTIES & RESPONSIBILITIES:**

- Build, plan, and implement the overall digital marketing strategy
- Stay up to date with the latest technology and best practices
- Manage all digital marketing channels with meaningful contents which provide value
- Produce short video clip promoting our culture
- Measure ROI and KPIs
- Prepare and manage digital marketing budget
- Oversee all the company's social media accounts
- Manage and improve online content, considering SEO and Google Analytics
- Build and inbound marketing plan
- Monitor competition and provide suggestion for improvement
- Perform other tasks which assigned by line manager.

**II. QUALIFICATIONS:**

- 2 years experiences as Digital Marketing Executive in multimedia or telecommunication industry (preferable)
- 2 years experiences in developing and implementing digital marketing strategies
- Good knowledge and experience with online marketing tools and best practices
- Good at video clip creation and development
- Familiar with SEO/SEM, Google Analytics and CRM software
- Familiarity with Web Design
- Critical thinker and problem-solving skills
- Team player with great interpersonal and communication skills
- Good at content creation and development
- Good time-management and organizational skills
- Bachelor's degree in Marketing, Digital technologies, or related field