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**Job Description**

Head of Digital Marketing

(1 vacancy available)

Malaysia

1. **OVERVIEW**

We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels

1. **RESPONSIBILITIES**

* Develop digital marketing strategies and tactics
* Develop, implement and project management of digital campaigns or digital elements of integrated campaigns, programs, projects, tools, testing activities, etc
* Campaigns data and effectiveness analysis and reporting/recommendations
* Sales funnel analysis and upgraded programs development and implementation
* Competitive monitoring within the digital and mobile area
* Systematic work in ongoing testing, results analysis and activities’ upgrade
* Coordination with sales team within digital channel
* Manage and coordinate with vendors; structure tasks among vendors’ pool and coordinate the outsourced activities
* To Manage Website, Mobile Site and Mobile App digital content but not limited to EDM and Social Media Communications.
* Excellent in ~~web design~~, content management system (CMS), ~~graphic design~~, online advertising such as Google AdWords, Display Network, Ad mob, Social Media Ad Buys, SEM, SEO as technologies, Omni-channel marketing, CRM, customer segmentation based on behavior and creative mind.
* To execute day to day activities to looking after social media assets; Facebook, Twitter, Instagram, YouTube, WeChat, Forum, Blogs, etc.

1. **QUALIFICATIONS & REQUIREMENTS.**

* BS/MS degree in marketing or a related field
* Proven working experience in digital marketing
* Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
* Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
* Experienced in optimizing landing pages and user funnels
* Solid knowledge of website analytics tools (eg: Google Analytics and etc)
* Working knowledge of as serving tools
* Experienced in setting up and optimizing Google Adwords campaigns
* ~~Working knowledge of HTML, CSS and Javascript development and constraints~~
* Strong analytical skills and data-driven thinking
* Up-to-date with the latest trends and best practices in online marketing and measurements
* Experience in working with targets and tight deadlines