

JOB DESCRIPTION

POSITION TITLE: DIGITAL BRAND OFFICER

REPORTING RELATIONSHIPS

ACCOUNTABLE TO: LAS CASAS GAMING INC.

REPORTS TO: MARIA CELERINA GALLARDO III | SHARMAINE MARIE ABARQUEZ

Role Overview:

The Digital Brand Officer is responsible for developing digital marketing strategies for products and services. These strategies include, but are not limited to, SEO, SEM, social media management, web analytics, email marketing, web advertising, and other online platforms.

Key Responsibilities:

1. Develop and execute digital branding strategies aligning with the brand objectives.
2. Prepare monthly reports on digital marketing performance metrics and present findings to the management team.
3. Develops storyboards to map out storylines and graphics to go along with projects and campaigns planned.
4. Collaborates with multimedia artists and digital brand in terms of brand messaging, design, and creative execution through various communication vehicles
5. Occasionally represents the brand section at events and meetings.
6. Strong creative and problem-solving skills.
7. Develop engaging and relevant digital content that resonates with the target audience and reinforces the brand's message.
8. Monitoring online conversations and reviews to maintain a positive brand reputation.
9. Stay updated on the latest trends and best practices in digital branding and marketing, and identify opportunities for innovation and customer retention.
10. Plan, implement, and optimize digital branding campaigns across platforms such as display ads, social media ads, native ads, and video ads to increase brand visibility and generate leads or sales.

Qualifications and Skills:

- Bachelor's degree in marketing, advertising, communications, digital media, or any related field.
- Excellent communication, writing, and photo editing skills.
- Experience in the events management industry is not required but an advantage.
- Proficiency in creative skills such as graphic design, copywriting, and content creation is valuable for developing compelling brand visuals and messaging across digital platforms.
- Strong analytical skills are necessary for interpreting data, tracking key performance metrics, and optimizing digital marketing strategies based on insights and trends.
- Familiarity with digital marketing tools and platforms, including content management systems (CMS), social media management tools, email marketing software, analytics platforms, and graphic design software, are important.
- Multi-tasking and time-management skills, with the ability to prioritize tasks and meet deadlines.
- Excellent written and verbal communication skills, with the ability to create engaging content for different digital platforms.
- Positive attitude, detail and customer-oriented with good organizational ability.
- Proficient knowledge in the usage of social media platforms.
- Incredible attention to detail in shooting and editing of videos for digital content.

Prepared by:

Approved by:

SHARMAINE MARIE ABARQUEZ

MARIA LORELIE URCIA

Marketing Head

President

Reviewed by:

Received by:

MARIA CELERINA GALLARDO III

Operations Head

Employee