



Job title	Digital Marketing Manager
Reports to	CEO
Location	Bangkok, Thailand

Company Description

This is the leading crowdfunding platform in SEA based in the heart of Bangkok.

Job Purpose

Head of Marketing will report directly to the CEO of the group. Lead the central marketing team and lead a team of 3-4 and have broad experience across the digital landscape

Duties and Responsibilities

- Developing and implementing marketing strategies to enhance competitive position for the assigned accounts.
- 4 - 5+ years' experience (potentially an agency background)
- Analytically Minded
- Trusted advisor and partner to the CEO and CTO on building marketing capability
- Liaising and coordinating internal resources to match customer expectations and satisfaction
- Communicating market forecasts and any relevant information related to customers' satisfaction and competitors' activities.
- Reporting regularly on the market needs, solutions and service opportunities and providing recommendations on product definition
- Social Media Marketing
- CRM
- Retargeting Expertise
- Managing the relevant corporate local partners and third parties.

Approved by:	(on behalf of CEO)
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