



<b>Job title</b>	Chief Marketing Officer
<b>Reports to</b>	Group President
<b>Location</b>	Bangkok, Thailand

#### **Company Description**

The leading eCommerce and Digital Services business in Southeast Asia covering 6 countries and over 1800 employees regionally and growing rapidly.

#### **Job Purpose**

As the Chief Marketing Officer, you will work closely with the senior executive team and report directly to the President. You will drive the marketing roadmap and the strategic vision for all companies' business units regionally in APAC. Your role will be responsible to accelerate our traffic, brand and revenue growth, and build and lead a world-class marketing organization in Bangkok. You will pioneer the next generation of marketing platforms, build programs that scale, emphasize speed to market, and drive ROI across the organizations portfolio of businesses which includes: eCommerce (B2C, B2B, C2C), cloud computing and data center, epayments, digital agency, logistics and supply chain management.

#### **Duties**

The CMO will lead all marketing disciplines including brand, design and copy, PR, CRM, Traffic Acquisition, Social Media, SEM and SEO. The right candidate will use his/her extensive online marketing knowledge and expertise to grow ST's portfolio of brands.

Strategic vision and strong communication and relationship-building are only part of what will determine success in this role---success will also be measured on achieving these goals on an budget—and measuring the success of these goals on a regular basis. We're looking for someone who can make the connections between user needs, our assets and attributes, and the right messages and methods to get our brands out there. Our ideal candidate has worked in a fast-paced, metrics-driven and product-driven environment to build successful and memorable online brands. The right candidate also has a proven track record collaborating effectively cross-functionally with Product, Sales and Engineering and other parts of the business outside of marketing.

#### **Responsibilities**

- Leading, motivating, and mentoring the growing marketing team to develop, implement, and measure marketing strategies and initiatives at a regional level
- Driving strategic direction and execution for all aspects of marketing including online direct response marketing, SEM, SEO, traffic acquisition, public relations, email, social media and targeted brand-building initiatives
- Building awareness for portfolio brands with creative, low-cost methods
- Creating and owning business metrics and goals to determine what will move the needle
- Able to move from the strategic to the tactical and back again while being effectively pro-active and not simply reactive

## Requirements

- 12+ years of relevant experience as a marketing professional showing upward growth to the VP or Senior Director level, primarily in the consumer-facing internet space with a career mix of start-ups and highly recognized consumer brands known for outstanding, creative, and cost-effective marketing strategies
- Proven ability using analytics to inform and influence decision-making
- Proven success in direct to consumer marketing
- Experience in ecommerce marketing
- At home in a fast-paced, high growth, product-driven environment
- Entrepreneurial and analytical; effective at managing change in a fast-moving and constantly evolving business
- MBA or advanced degree preferred
- **sense of humor preferred**

In addition, the ideal candidate will demonstrate the following competencies and skill sets:

- Able to be creative, take initiative, take risks and a commitment to a 'speed wins' philosophy
- Recognizes own strengths and weaknesses
- Able to understand and drive organizational change
- Able to effectively develop strategic business objectives and influence others
- Able to create and implement new cutting edge initiatives
- Collaborative; able to build trusting relationships and deliver projects on time and within budget
- Able to problem-solve effectively and quickly
- Able to display sound judgment through well informed decision-making
- Able to develop strategies using the most effective technology
- Able to respond appropriately to needs, feelings, and capabilities of different people
- Can guide others toward goals and can coach and mentor employees
- Understands and utilizes metrics relevant to role
- Can express facts and ideas in a clear, convincing and organized manner
- Strong networking and recruiting skills and able to develop, and retain a high quality diverse team
- Can partner with other departments and varying levels of staff and management
- Able to communicate effectively and set appropriate expectations
- Takes direction as needed and effectively leads projects and people to achieve department/company goals
- Must be able to perform customary physical duties and meet appropriate social expectations of a professional office environment

Approved by:	JB Hired (on behalf of CEO)
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