



Job title	Digital Marketing Manager
Location	Bangkok, Thailand

Company Description

Leading Transportation company in Southeast Asia

Duties and Responsibilities

- Lead all digital related initiatives & calendar development to generate online traffic in order to achieve company/ BU KPI
- Work with agency partner to leverage own media (ie website, Facebook .Email, etc) and digital advertising (search engine, remarketing, display ads) in order to maximize brand conversion and impact
- Determine appropriate branded digital content for on and off site.
- Own and utilize database, analytic to drive conversion and constant improvement & innovation
- Conduct campaign pre post analysis in order to improve future campaign planning
- Work with media agency to select most appropriate digital media vehicle, mix and ensure optimal media buying vs KPI
- Daily lead & overall coordinator point with IT, Ops, Marketing and Agency with regards to delivering perfect online solution.

Key Challenges

- At least bachelor degree in Marketing or any related fields
- At least 8 years experience in Digital/ Online field
- Proficiency in English communication and presentation skills
- Strong drive for results and leadership
- Good connection and networking with the industrial bodies

Approved by:	(on behalf of CEO)
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