



<b>Job title</b>	Digital Marketing Manager
<b>Reports to</b>	Country Manager
<b>Location</b>	Bangkok, Thailand

#### Company Description

We are southeast Asia's first, largest and best premium video streaming service. The best from Hollywood and the best from local TV and film from across Asia.... all in one place. With well over 30,000 hours of content, we have the largest and best selection of any service across Asia.

#### Job Purpose

Your main responsibilities at this position would be to manage all online channels. This includes, executing campaigns, managing KPIs, reporting to management, optimization of campaigns, and managing a team.

#### Duties and Responsibilities

- Initiate and lead online marketing campaign of the company such as social media strategy, SEO, SEM, GDN, retargeting, facebook, and linking strategies
- Manage the strategy in a way that it would support customer acquisition, retention and brand awareness objectives in digital perspective
- Analyze video OTT market and industry trends in order to define the most appropriate product alterations and promotional activities
- Plan & manage marketing materials and digital assets such as testimonials, videos, landing pages. Manage, monitor and track marketing budget
- Cooperate with offline marketing team and make sure the marketing goal is aligned
- Maintain social media platforms, blog posts and online community

#### Candidate Profile

- Bachelor or Master Degree in Marketing, Information System, Business Administration major or related field
- 3-6 years online marketing work experience (e.g. SEM, SEO, Google Analytics, etc.)
- Thorough understanding of Google and Facebook algorithm
- Creative and energetic with good analytical and interpersonal skills
- Good command of English and Thai
- Able to work under pressure and meet deadlines requirement

<b>Approved by:</b>	(on behalf of CEO)
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