RESPONSIBILITIES

- Deploy successful marketing campaigns and own their implementation from ideation to execution.
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, social media, lead generation campaigns, copywriting, performance analysis.
- Researches and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- Works within the department budget to develop cost-effective marketing plans for each product or service
- Approves and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Tracks all marketing and sales data and creates detailed written reports and verbal presentations to bring to senior executives
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals. Adjusts marketing campaigns and strategies as needed in response to collected data and other feedback
- Analyze consumer behavior and adjust email and advertising campaigns accordingly
- Supporting sales and lead generation efforts.

REQUIREMENTS ESSENTIAL

- Minimum 2 years working experience at the same position. Demonstrable experience in marketing together with the potential and attitude required to learn
- Up-to-date with the latest trends and best practices in online marketing and measurement, especially for the Event Industry.
- Bachelor or master degree in marketing, business administration,
- Experience with online marketing, including social media, and content marketing.
- Strong team player and leadership skills
- Understanding of public relations.
- Ability to quickly adapt to change.
- Communication & presentation skills in ENG and VNE
- Proficient in MS Office.

REQUIREMENTS IDEAL

- Love playing sports is an advantage