

## JOB DESCRIPTION

DIGITAL TEAM

**Position Title:** Digital Marketing Manager

Full Name:

**Department:** Marketing Department

**Report to:** Marketing Manager

**Supervises:** Digital Team

### I. Job Purpose

The ideal candidate will be responsible for overseeing our digital marketing strategy and execution across various platforms, including Facebook, Instagram, TikTok, LinkedIn, our websites, mobile app, and more. You will work closely with internal teams, regional offices, and external professionals to research, strategize, and create compelling content for successful campaigns.

### II. Key Duties and Responsibilities

- Develop and execute comprehensive digital marketing strategies to drive brand awareness, engagement, and sales.
- Collaborate with internal teams, regional offices, and external professionals to research and strategize digital marketing initiatives.
- Oversee the management of platforms such as Facebook, Instagram, TikTok, LinkedIn, our website, mobile app, Google Business, and digital advertising channels.
- Create engaging content for digital platforms, including PR copy, content writing, and content strategy.
- Analyze digital marketing performance metrics and provide insights and recommendations for optimization.
- Stay abreast of industry trends and best practices in digital marketing, continuously seeking opportunities for innovation and improvement.
- Manage digital marketing budgets, ensuring cost-effective allocation of resources.
- Lead and mentor a team of digital marketing professionals, fostering a collaborative and high-performing work environment.
- Prepare monthly report for HOD.

### III. Requirement

- Bachelor's degree in marketing, Digital Marketing, Communications, or related field.
- Proven experience (5 years) in digital marketing roles, preferably in the fashion and lifestyle retail industry.
- Strong understanding of digital marketing platforms and tools, including social media, website analytics, and digital advertising platforms.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams and external partners.
- Analytical mindset with the ability to interpret data and derive actionable insights.
- Creative thinker with a passion for innovation and storytelling.
- Leadership experience with the ability to motivate and inspire a team.
- Detail-oriented with a keen eye for aesthetics and design quality.
- Ability to thrive in a fast-paced, deadline-driven environment.

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