

JOB DESCRIPTION

DIGITAL TEAM

Position Title: Digital Marketing Officer

Full Name:

Department: Marketing Department

Report to: Digital Manager

Supervises: N/A

I. Job Purpose

The ideal candidate will play a key role in supporting the execution of our digital marketing strategy across various platforms. You will work closely with the Digital Marketing Manager and Digital Marketing Supervisor to create and distribute compelling content, manage digital campaigns, and analyze performance metrics.

II. Key Duties and Responsibilities

- Assist in the implementation of digital marketing strategies to drive brand awareness, engagement, and sales.
- Collaborate with internal teams and external partners to create engaging content for digital platforms, including social media posts, blog articles, and email newsletters.
- Support the management of digital advertising campaigns across platforms such as Facebook, Instagram, TikTok, LinkedIn, and Google Ads.
- Monitor and analyze digital marketing performance metrics, providing insights and recommendations for optimization.
- Assist in managing the brand's online presence, including website content updates, social media monitoring, and community engagement.
- Contribute to the development of digital marketing collateral, including PR copy, content writing, and multimedia assets.
- Stay informed about industry trends and best practices in digital marketing, sharing insights and opportunities for innovation with the team.
- Support the Digital Marketing Manager and Digital Marketing Supervisor in various administrative tasks and projects as needed.
- Prepare report for line manager.

III. Requirement

- Bachelor's degree in marketing, Digital Marketing, Communications, or related field preferred.
- Fresh graduate or equipped with previous experience (2 years) in digital marketing, social media management, or related roles.
- Strong understanding of digital marketing platforms and tools, including social media, email marketing, and digital advertising.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams and external partners.
- Detail-oriented with strong organizational and time management skills.
- Creative thinker with a passion for storytelling and engaging content creation.
- Ability to thrive in a fast-paced, deadline-driven environment.

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