

JOB DESCRIPTION

DIGITAL TEAM

Position Title:	Digital Marketing Supervisor
Full Name:	
Department:	Marketing Department
Report to:	Marketing Manager
Supervises:	Digital Marketing Officer, Assistants, Interns

I. Job Purpose

The ideal candidate will play a crucial role in supporting the Digital Marketing Manager in executing our digital marketing strategy across various platforms. You will work closely with internal teams, regional offices, and in-house and external professionals to create and distribute compelling content for successful campaigns.

II. Key Duties and Responsibilities

- Support the Digital Marketing Manager in developing and executing 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.
- Assist in the management of platforms such as Facebook, Instagram, TikTok, LinkedIn, our website, mobile app, Google Business, and digital advertising channels.
- Contribute to the creation of engaging content for digital platforms, including PR copy, content writing, and content strategy.
- Assist in analyzing digital marketing performance metrics and providing insights and recommendations for optimization.
- Stay informed about industry trends and best practices in digital marketing, sharing insights and opportunities for innovation.
- Support the Digital Marketing Manager in managing digital marketing budgets and allocating resources effectively.
- Collaborate with cross-functional teams to ensure cohesive execution of digital marketing initiatives.
- Prepare report for line manager.

III. Requirement

- Bachelor's degree in marketing, Digital Marketing, Communications, or related field preferred.
- Previous experience (3 years) in digital marketing or related 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.
- Detail-oriented with strong organizational and time management skills.
- Ability to thrive in a fast-paced, deadline-driven environment.

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