

JOB DESCRIPTION

CAMPAIGN TEAM

Position Title: Campaign Officer

Full Name:

Department: Marketing Department

Report to: Campaign Manager

Supervises: Campaign Assistant, Interns

I. Job Purpose

The ideal candidate will be the essential support to the campaign team by helping bring brand concepts to life one beautifully organized task at a time. This role is perfect for those new to the marketing world who are eager to learn through real execution with exposure to global brands and creative thinking.

II. Key Duties and Responsibilities

- Assist with campaign material preparation
- Follow up on mall and supplier coordination such as delivery times and pickup confirmations
- Support event setup by arranging visual displays, stock presentation, and promotional tools
- Maintain organized records of stock lists, campaign kits, and activation tools
- Keep campaign folders updated, labeled, and easy to access by the team
- Join store teams on launch days to assist with campaign execution and on-site support
- Take meeting notes and follow up on assigned action points from team or brand discussions
- Learn campaign operations step by step while bringing positive energy to the team
- Help collect photos, videos, and real-time feedback from stores during campaign rollouts
- Be a dependable team member who is ready to assist with any task from start to finish

III. Requirement

- Diploma or bachelor's degree in marketing, business, or related field
- Internship or entry-level experience in retail, admin, or campaigns preferred
- Highly organized, energetic, and open to learning
- Basic communication skills in Khmer and English
- Familiar with creative tools
- Passion for brands, customer experience, and creativity
- Proficiency in Microsoft Office suite and marketing software/tools is a plus.

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