

JOB DESCRIPTION

CAMPAIGN TEAM

Position Title: Campaign Supervisor

Full Name:

Department: Marketing Department

Report to: Campaign Manager

Supervises: Campaign Executive, Officer, Assistant, Interns

I. Job Purpose

The ideal candidate will be working as the heartbeat of campaign execution, which translating brand visions into beautiful, on-ground experiences. Working with global brand partners and guiding your team, you ensure that every campaign sparkles with strategy, precision, and a hint of flair. From pop-ups to POSM, it's your world to make it memorable.

II. Key Duties and Responsibilities

- Lead full-cycle execution of seasonal campaigns, from briefing to launch to wrap-up
- Manage timelines, checklists, and deliverables to keep everything on track and brand-right
- Support in planning and rolling out in-store activations, pop-ups, and retail moments
- Be the go-to lead on setup days and campaign execution (on-site, hands-on, and in control)
- Guide and support junior team members (interns, execs, assistants) to hit deadlines and quality standards
- Review and sign off on visuals, POSMs, and event materials to ensure brand and regional fit
- Collaborate closely with content, VM, digital, and design teams to bring the creative vision to life
- Act as key contact between internal teams and global brand partners by keeping everyone aligned and in the loop
- Help track campaign budgets and vendor performance to make sure things stay sharp and efficient
- Collect campaign data and feedback, turning it into clear insights and next-step recommendations
- Prepare post-campaign reports and updates for senior management and brand stakeholders
- Jump in on brand reviews, contributing creative input and executional feedback
- Support talent onboarding and training for new campaign hires
- Foster team creativity while offering guidance, structure, and clear feedback

III. Requirement

- Bachelor's degree in marketing, business, communication, or related field
- Minimum 3–4 years of experience in campaign, retail marketing, or event coordination
- Strong leadership, project management, and creative alignment skills
- Experience working with premium or international retail brands preferred
- Detail-oriented but flexible and can manage chaos with calm and class
- Fluent in both Khmer and English; confident in cross-cultural communication

- Passion for fashion, beauty, and retail innovation is a must
- Proficiency in Microsoft Office suite and marketing software/tools is a plus.

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