

JOB DESCRIPTION

DIGITAL TEAM

Position Title:	Digital Marketing (Multiple Roles: Supervisor, Executive, Officer)
Full Name:	
Department:	Marketing Department
Report to:	Art & Communication Manager
Sub Role:	May be assigned under Social Media Coordinator, Website Coordinator, or Digital Marketing Assistant depending on experience and project needs

I. Job Purpose

The ideal candidate will be those who thrives in the fast-moving world of digital content, campaign coordination, and platform management. You will help ensure that our brand presence stays polished, timely, and aligned across every digital touchpoint. From content uploads to calendar tracking, your role is to keep things organized and running smoothly with a strong sense of responsibility and creativity.

You will work across fashion, beauty, and lifestyle brands. This position is ideal for someone who enjoys blending structure with style and takes pride in delivering clean, consistent digital execution with a touch of personality.

II. Key Duties and Responsibilities**Content Scheduling and Platform Execution**

- Upload and schedule digital content across social platforms including Facebook, Instagram, TikTok, YouTube, Telegram, and brand websites
- Follow campaign timelines and posting calendars to ensure brand content is delivered consistently and on time
- Coordinate with creative, content, and retail teams to collect final materials and approvals

Digital Administration and Asset Management

- Maintain organized folders, trackers, content logs, and scheduling sheets
- Keep platform access, file versions, and publishing documentation up to date
- Assist in compiling screenshots, logs, and data for internal reporting

Campaign Monitoring and Web Coordination

- Help monitor websites for accuracy, layout updates, broken links, and seasonal changes
- Coordinate minor changes or escalate issues with Website Coordinator when needed
- Track platform engagement and performance insights, flagging trends or issues to the team

Support in Creative Planning

- Contribute ideas for campaign rollout, content themes, and platform activation concepts
- Assist in building draft plans or visual moodboards when needed
- Participate in brainstorm sessions and support creative storytelling that fits each brand's identity

Content Creation Awareness

- May be involved in simple content creation including short-form captions, photo or video support, and live content assistance
- Must understand the digital content creator space, platform trends, and how influencer content connects to brand campaigns
- Support in preparing briefs or evaluating creator content for alignment with campaign goals

Collaboration and Flexibility

- Assist senior team members with day-to-day project needs based on role level
- May be assigned under different coordinators depending on brand focus and current campaigns
- Stay updated on digital marketing trends, platform shifts, and campaign best practices

III. Requirement

For Officer Level

- Bachelor's degree or diploma in Marketing, Communications, Digital Media, or related field
- Internship or up to 1 year of experience in digital marketing, admin, or social media
- Familiar with Facebook, Instagram, TikTok, and general CMS tools
- Organized, reliable, and eager to learn
- Basic skills in Excel, Google Sheets, and content organization

For Executive Level

- 1–2 years of experience in digital platform or content coordination
- Able to manage calendars, brief assets, and monitor multiple platforms simultaneously
- Good communication skills and basic understanding of creative flow
- Confident using scheduling tools, file drives, and digital reports

For Supervisor Level

- 2–3 years of experience in digital execution with team or platform ownership
- Strong time management, multitasking, and quality control mindset
- Experience guiding junior staff or freelancers is a plus
- Able to give clear feedback on creative assets and ensure branding consistency
- Strong understanding of digital marketing workflows, especially in retail

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