

JOB POSTING TEMPLATE

Date: 2022 **Function:** Marketing
Job title: Associate Director, Digital Marketing **Manager title:** Chief Marketing Officer (CMO)

Job purpose

The incumbent of this job is responsible for the development and delivery of strategy and execution of marketing program cross digital and mobile platforms. The position will be to drive a quality audience to visit and engage across all digital campaigns / platforms with a goal of hitting advertising, transactional, revenue, and profitability targets to the delivery of our strategic goals of the departmental and company objectives.

Major accountabilities

Strategy

- Work with CMO to prepare the digital marketing strategy and road map to deliver marketing and business goals.
- Own and lead the strategy of the digital/mobile platform, content marketing, customer experience and social media management.
- Contribute to digital marketing strategic update meetings and coordinate (as required) the company digital marketing work groups.

Implementation

- Maximize traffic and conversion through core digital marketing programs: Paid Search, SEO, Email, Retargeting, social media with dedicated focus by device category, mobile in particular
- Manage the digital marketing calendar and relevant agency partners to ensure sales goals are achieved
- Propose and manage marketing budget for digital marketing plan in relation to pre-set KPIs
- Develop analytics that help manage weekly and monthly reporting and be able to turn data into insights to continuously improve effectiveness of campaigns.
- Own and lead content marketing implementation in creation, curation and distribution of content cross all digital platforms
- Work with other business functions to create digital assets with the purpose of driving transactional and advertising revenue through the ongoing optimization of all landing destinations based on an ongoing testing program

Review

- Establish and take accountability for on-going review of assigned digital projects performance and reporting back to the CMO and other appropriate team members.
- Provide on-going insights in the digital landscape and be able to use insights to develop new initiatives and strategies for growing the digital capability and profile of SLVN & ultimately enhance the brand awareness and affinity
- Monitor competitors and provide recommendations to ensure the company maximizes market share within the category

Others

- Provide guidance and collaboration opportunities including training on digital marketing mediums and identifying potential future trends in digital distribution to people needed.
- Apply best practice and governance process, and anticipate, manage and mitigate project risks and use of resources accordingly
- Ensure company standards to risk management and IT frameworks are adhered to

JOB POSTING TEMPLATE

Specialized knowledge

Technical Knowledge

- Experience in managing multiple digital platforms, mobile-first execution and social media
- Experience developing, planning, and executing digital customer campaigns, along with end-to-end reporting performance and business impact
- Experience in content marketing, management of content calendar and publishing models
- Experience in use of data to form insights and test hypotheses, and deploying these learnings to produce material business wins
- Passion for numbers with strong analytical skills; dashboards, weekly reports, and data visualizations
- Strong understanding of marketing technology including not limited to Adobe, Cloud, Google analytics, social listening tools.
- Strong understanding of consumer attitudes & behaviours both online and offline, experience with customer segmentation modelling and targeted paid advertising
- Good knowledge of the operations and sales support processes

Competencies and Skills Required

- Excellent interpersonal skills
- Team player across business/department lines
- Proactive and a Self-starter
- Strategic thinker, yet practical in approach and business focused
- Thinks outside the box
- Committed and Works to strict deadlines
- Able to manage multiple projects at the same time

Track Record of

- Lead and implement digital campaigns and management of website cross digital platforms
- E-mail marketing and lead generation through email marketing
- Support creative teams such as content creation and content strategy for emails and blogs.
- Digital project management including website, social media, mobile application development.
- Solid experience in leading transformation as digital marketing strategies is always improving.

Education and experience

Education:

- Bachelor or higher Degree preferably in Marketing, Economics, Business Administration, Economics
- Specific certificate in digital marketing

Experience:

Minimum 7 years relevant working experience in digital marketing in the Insurance or financial services sector, supporting with both online and offline business partners.

Management scope

Total number of direct reports: 2
Total number of staff managed (direct and indirect): 1

Metrics (if applicable)

Financial metrics:

- Business target
- Budget: manage spending within the approved budget of Digital Marketing Team

JOB POSTING TEMPLATE

Customer metrics:

- Brand awareness
- Website and social network performance
- Number of campaigns delivered timely and properly vs pre-set KPI
- Number of training, sharing delivered