

JOB POSTING TEMPLATE

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| Date: <u>2020</u> Job title: <u>Associate Manager, Digital Marketing</u> | Function: <u>Marketing</u> Manager title: <u>Manager, Digital Marketing</u> |
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Job purpose

The incumbent of this job is responsible for the execution of marketing programs or assigned projects 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 campaign and marketing objectives.

Major accountabilities

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| Strategy <ul style="list-style-type: none"> ▪ Support Manager, Digital Marketing to prepare the digital marketing strategy and road map to deliver marketing and business goals. ▪ Contribute to digital marketing strategic update meetings and coordinate (as required) the company digital marketing work groups. | 30% |
| Implementation <ul style="list-style-type: none"> ▪ 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. ▪ Execute 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 | 40% |
| Review <ul style="list-style-type: none"> ▪ Establish and take accountability for on-going review of assigned digital projects performance and reporting back to the Manager, Digital Marketing and other appropriate team members. ▪ Monitor competitors and provide recommendations to ensure the company maximizes market share within the category | 20% |
| Others <ul style="list-style-type: none"> ▪ Proactively communicate with Brand and Product Marketing Team to support their KPIs via digital channels ▪ 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 | 10% |

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Specialized knowledge

Technical Knowledge

- Experience in managing multiple digital platforms, mobile-first execution and social media
- 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 & behaviors 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

- Team player across business/department lines
- Proactive and a Self-starter
- Practical in approach and business focused
- Committed and Works to strict deadlines
- Willing to travel on occasion as required
- Able to manage multiple projects at the same time
- Good communication and negotiation skills with all levels of staff, distributors and customers

Track Record of:

- 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.

Problem solving

- Analyzing the job requirements to research and collect enough information
- Consulting the best solution/options to match target audience and meet business's requirements
- Execute plan in high quality and meet deadline
- Raise concerned/ obstacles to senior manager (if any)

Education and experience

Education:

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

Experience:

- Minimum 4 years relevant working experience in digital marketing in the Insurance, financial services sector or advertising agency, supporting with both online and offline business partners

JOB POSTING TEMPLATE

Communication scope

- Good interpersonal and organizational skills
- Discipline, strong follow up, attentive to detail
- Quick learner and have the ability to multi – task
- Good written and verbal English communications skills
- Proactive and accountable

Management scope

Total number of direct reports: 2

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

Metrics (if applicable)

Finance metrics (revenue, budget managed, etc.):

- Business target
- Budget: manage spending within the approved budget

Sales metrics (type and amount):

Other metrics (specify):

- Client index
- NPS
- Brand awareness
- Website and social network performance
- Number of campaigns delivered vs pre-set KPI

Travel required (express as % of working time):