

VACANCY NOTICE

POSITION	ASSISTANT MANAGER, DIGITAL
LOCATION	SHAH ALAM, SELANGOR
INDUSTRY	EDUCATION
TYPE	FULL TIME

JOB SUMMARY

Assistant Manager will be managing the digital of the Group, its subsidiaries and stakeholders. Assistant Manager to drive key digital strategies to enhance the customer experience and contribute to the overall success for organisation. Assistant Manager will cover social media engagement, digital media activation, digital event coverage, conduct research and analysis. We expect you to have a creative mind and excellent communication skills.

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Create, build and manage rich content that can attract the desired audience
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to action.
- Set up and optimize company pages within each platform to increase the visibility of company's social content.
- Moderate all user-generated content in line with the moderation policy for each community.
- Create editorial calendars and syndication schedules.
- Active in social media listening, provide content ideas and handle social media for branding initiatives.
- Analyse social media trends, including social media insights and visitor data to improve our digital presence and drive positive engagement with followers.
- Well aware of market trends and industry-related topics, optimize spend and performance based on the insights.
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions.
- Assist the team in the development of the overall digital marketing strategy
- Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Social Media, Email, Mobile, Display)
- Manage the creation of relevant and engaging digital content for publishing onto various digital platforms
- Manage social media marketing campaigns
- Manage digital advertising campaigns (SEM, Display, Social, Programmatic) with recommended budgets and forecasted ROI.
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)
- Set up conversion, pixel, and event tracking on the website and across various digital platforms
- Conduct research on market trends, brand's audiences and competitors, and end-to-end consumer journey to drive engagements and conversions.
- Responsible for the reporting of weekly and monthly report updates.

VACANCY NOTICE

-
- Analyse digital marketing analytics reports and share insights with the team to develop optimization plans
 - Stay abreast of emerging digital tools and platforms, digital marketing trends, new technologies, and share insights with the rest of the team
 - Maintain partnerships with media agencies and vendors

JOB REQUIREMENTS

- Proven experience as a product development and event or similar role
- Proficient in MS Office and social media
- Familiarity with project management software and video/photo editing is a plus
- It is a must to know SEM and SEO.
- Strong communication ability (oral and written)
- Excellent organizational skills
- Ability to work well under pressure
- Creativity and problem-solving aptitude
- Min 5 years of serving social media/community management/content strategist functions in an organization or equivalent.
- BSc/BA in Marketing or Business - related field or equivalent required.