

## JOB PROFILE

<b>Job Title:</b>	Digital Marketing Manager
<b>Direct Reporting Line:</b>	Associate Director - Marketing
<b>Department/Function:</b>	Marketing Dept
<b>Work Location:</b>	Yangon, Myanmar
<b>Job Level/Grade:</b>	
<b>Type of Position:</b>	<input type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Consultant <input type="checkbox"/> Intern <input type="checkbox"/> Others: _____

<b>Job Purpose Statement:</b>	To perform End to End Digital Marketing Strategy and performance in charge. To report to Associate Director and lead Digital media advertising campaigns.
<b>Principle Accountabilities:</b>	<ul style="list-style-type: none"> <li>• Perform digital marketing strategy in the competitive industry.</li> <li>• Perform design and oversee all aspects of digital marketing assets, activities and campaigns (including social media, website, digital media planning &amp; buying, applications)</li> <li>• Develop and monitor campaign budgets and usage effectiveness.</li> <li>• Oversee all digital media advertising campaigns on Google, LinkedIn, Facebook, and so on.</li> <li>• Plan and execute all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.</li> <li>• Approve all the communications content and post copy.</li> <li>• Prepare and evaluate the reports of digital marketing campaign's overall performance.</li> <li>• Coordinate with advertising and media experts to improve marketing results.</li> <li>• Identify the latest trends and technologies affecting the current practice and explore improvement practices.</li> <li>• Evaluate important metrics that affect the website traffic, service quotas, and target audience.</li> <li>• Act as the owner of the website performance, with a focus on optimizing for search and user experience.</li> <li>• Initiate and executive the digital marketing growth strategies.</li> <li>• Stay proactively on top of digital marketing trends and news to prepare and plan future growth strategies and opportunities.</li> <li>• Work with the respective channel team on lead generation, marketing-to-sales handoff processes, etc.</li> <li>• Coordinate with sales team to create marketing campaigns.</li> </ul>

<b>Knowledge, Skills &amp; Experience:</b>	<ul style="list-style-type: none"><li>- A minimum of 7 years' experience in a digital marketing or advertising position is required.</li><li>- Solid understanding of HTML, CSS, CMS and JavaScript is required.</li><li>- Team player with superb collaboration and communication skills is required.</li><li>- Excellent verbal and written language skill in both English and Burmese is required.</li><li>-</li></ul>
<b>Additional Comments:</b>	