



Digital Marketing Executive - Job Description

Overview

JAH Tech is looking for a highly motivated, creative and passionate individual with in-depth experience in digital marketing & social media strategic planning, who plays a vital role in the Branding & Marcomm team in marketing and selling the company's products through online channels.

The Digital Marketing Executive works closely with the Corporate Branding & Marcomm team in developing and implementing effective marketing communications, advertising & promotions and media relations for the company's products to increase brand awareness, generate sales leads and revenue. The Digital Marketing Executive will also be managing the company's e-commerce platforms.

Key Responsibilities

- Responsible for growing revenue through digital media through designing and executing marketing campaigns.
- Perform market research and competitor monitoring to keep up to date of market trends, understand the products/services and approach of key competitors.
- Develop and conduct market research and surveys with stakeholders and clients, prepare findings and analysis reports, make recommendations for improvement of the company's products and services.
- Develop and execute strong e-commerce strategy.
- Ensure accuracy and timeliness of input and loading of information into e-commerce platform management system.
- Managing the company's website(s) and Social Media platforms (Facebook, Instagram, LinkedIn, YouTube) including but not limited to planning and executing monthly content calendar and social media campaigns, tracking and reporting campaign analytics, making recommendations for improvement of the company's digital marketing.
- Write and deliver persuasive copy for the company's website, social media, email marketing campaigns, sales and marketing communications materials.
- Brand and marketing activation through marketing communications, media relations, advertising and promotions, direct marketing to increase brand awareness, generate publicity and maximize revenue for the company's products/services online.
- Identify, reach out and foster good working relationships with special interest groups, clubs, associations, media owners as well as any other marketing partners to leverage opportunities to benefit the company in terms of goodwill, marketing channels, media rates, promotional opportunities etc

Requirements:

- At least 2-3years in digital marketing in Consumer, Healthcare and Beauty Industry (Fragrance, cosmetics, skincare and wellness) and/or FMCG.
- Good knowledge of all different digital marketing channels and websites analytics tools.
- Able to work efficiently and productively under tight deadlines.
- Excellent time management with strong ability to organize, prioritize and manage multiple duties and assignments.
- Result-oriented, initiative, strive for success with an analytical mindset.
- Able to work independently as well as able to work with the team.
- Good appearance, mature, high self-motivated, ambitious and well organized with strong interpersonal skills.
- Proficient in spoken and written English & Mandarin with strong writing and proof-reading skills.
- Proficient in MS Office application.
- Proficient in Adobe Photoshop and/or Video Editing Application will be an advantage.