

Job Title : Manager, Digital Marketing

OVERALL PURPOSE:

- ◆ The Digital Marketing position will champion social media and brand awareness strategy, onsite & offsite digital marketing, customer relationship management (CRM) tools, website CMS, content creation and execution by working closely with multiple teams across the Bank.

RESPONSIBILITIES:

Digital Content Planning & Execution

- ◆ Oversee, maintain and manage business pages on different platforms (Facebook, Instagram, TikTok, Telegram & YouTube)
- ◆ Lead brainstorming with the team to produce new ideas that highlight current key products, new product launches and daily content
- ◆ Prepare monthly social content calendar including campaigns, and work closely with designers to produce engaging and in-trend content
- ◆ Handling and managing the CMS for the Bank's website to ensure pages are search optimized (SEO) and updated with latest products & services information
- ◆ Stay up to date with viral trends, best practices and marketing technologies (MarTech)
- ◆ Assist in any other periodic marketing projects and tasks as required, including but not limited to new branch opening, festive and celebrative events

Digital Marketing & Analytics

- ◆ Manage all areas of digital marketing, including, onsite + offsite, SEO/SEM, marketing database, CRM tools (attribution & engagement) and display advertising campaigns
- ◆ Plan & execute digital campaigns, includes scheduling and optimizing all posts for effective reach, engagement and conversion within the given media budget
- ◆ Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- ◆ Identify trends and insights, and optimize spend and performance based on the insights
- ◆ Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- ◆ Using CRM tools to manage relationships – building triggers and consumer journeys, leading and analyzing A/B testing to optimize engagement
- ◆ Collaborate with agencies and other vendor partners



REQUIREMENTS:

Experience

- ◆ Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- ◆ Solid knowledge of website analytics tools (e.g., Google Analytics)
- ◆ Experience in setting up and optimizing Google Adwords, META campaigns, CRM tools ie. Adjust, Moengage, CleverTap.
- ◆ Knowledge of customer acquisition and retention strategies as well as customers messaging
- ◆ Excellent written and verbal communication skills in English and Khmer

Skill

- ◆ Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- ◆ Solid knowledge of website analytics tools (e.g., Google Analytics)
- ◆ Experience in setting up and optimizing Google Adwords, META campaigns, CRM tools ie. Adjust, Moengage, CleverTap.
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Aptitude

- ◆ Flexible, self-starter with a collaborative, team first, must-win attitude
- ◆ Strong project management skills and ability to manage and lead a team
- ◆ Ability to work in a fast-paced environment while managing multiple tasks

Contact Info:

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