



## Digital Marketing Executive



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action



**Job Title:** Digital Marketing Executive

**Reports to:** Zoe Nguyen

**Location:** Malaysia

**Department:** Marketing

**Requirements:** Good command of spoken, written English and Mandarin.

**Working Hours:** Monday to Friday from 9am – 6pm

**Salary:** MYR5,000 to MYR6,000 depending on experience and skills

## Purpose of role

- Play a key role in developing and implementing comprehensive digital marketing strategies to drive brand awareness, increase online visibility, and generate qualified leads.
- Responsible for managing digital campaigns, optimising digital channels, and analysing campaign performance to ensure effective execution and achieve business objectives.

## Key role responsibilities and accountabilities

- **Digital Marketing Strategy:** Develop and execute comprehensive digital marketing strategies aligned with the company's goals and target audience. This includes identifying target markets, conducting market research, and creating marketing plans to reach potential customers effectively.
- **Paid Advertising:** Plan and execute digital advertising campaigns to increase brand awareness, drive engagement, and generate leads across various platforms such as Facebook, Instagram, LinkedIn, Google Ads, YouTube, etc.
- **A/B Testing:** Conduct A/B tests to evaluate the effectiveness of different ad creatives, landing pages, and targeting strategies.
- **SEO and SEM:** Optimise the company's website and digital content for search engines (SEO) to improve organic visibility and drive traffic. Conduct keyword research, monitor website performance, and manage pay-per-click (PPC) campaigns for search engine marketing (SEM).
- **Analytics and Reporting:** Use analytics tools to track and analyse the performance of digital marketing campaigns. Generate regular reports on key metrics, such as website traffic, conversions, engagement, and ROI, etc. Identify trends and make data-driven recommendations for optimizing marketing strategies.
- **Conversion Optimization:** Identify areas of improvement in the customer journey and user experience to increase conversions. Conduct A/B testing, implement website and landing page optimizations, and use data insights to enhance the effectiveness of digital marketing efforts.

- **Email Marketing:** Develop and execute email marketing campaigns, including creating email newsletters, automation workflows, and personalized email campaigns. Monitor email performance, analyse metrics, and optimize campaigns for higher open and click-through rates.
- Other Ad-hoc basis tasks, as and when required.

## Requirements:

- Above 21 and legal to work in the country applying for.
- Good command of spoken and written English and Mandarin.
- Bachelor's degree in marketing, Communications, or a related field.
- At least **4-5** years of working experience in digital/performance marketing.
- Strong understanding of digital marketing principles, strategies, and tactics.
- Proficiency in digital marketing tools such as **Google Analytics, Google Ads, Meta Business, Facebook Pixel, Google Tag Manager**, WeChat Official Account/ Little Red Book is an advantage.
- Strong attention to detail and organizational skills.
- Passion for staying up to date with the latest digital marketing trends and technologies.

*This job description is not to be regarded as exclusive or exhaustive and does not form part of the roles contract terms. It is a summary of the combined roles and responsibilities and, like all such documents, will be amended from time to time, in the light of the changing need of the Peoples Team.*