



PR/158384 | Digital Marketing Specialist

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1512458

Industry

Other (Manufacturing)

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

January 22nd, 2025 13:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

JOB RESPONSIBILITIES

- Oversee and manage all paid digital marketing accounts daily, monthly, and quarterly, following the marketing strategy to boost brand awareness and attract new customers.
- Handle ongoing paid media campaigns to meet traffic, conversion rate, and sales targets across SEM, GDN, SEO, social media, and other relevant channels.
- Create a promotional calendar and strategy to drive conversions.
- Improve digital marketing and brand visibility, including web presence and social media platforms.
- Plan and manage advertising budgets to ensure efficient allocation and maximize ROI.
- Continuously analyze the competitive landscape, market developments, and consumer trends.
- Conduct audience research and segmentation to effectively target the right demographics.

- Stay updated with the latest digital marketing trends and suggest improvements for campaigns and brand strategies.
- Troubleshoot and resolve technical issues related to advertising platforms and campaigns.
- Report performance against KPIs (CTR, CPC, CPA, conversion rate, ROAS, etc.) and provide action plans to management promptly.
- Collaborate with other departments and external marketing agencies to execute marketing initiatives and project strategies within the given timeline.
- Assist the team with other marketing-related activities.

JOB REQUIREMENTS

- At least Diploma/Degree in Marketing/ Business Administration or relevant degree with minimum 3 years relevant working experience in Marketing/ Sales & Promotion
- Experience in B2B marketing is a plus
- Proficiency in using digital tools and platforms like adobe analytics, google analytics, google ads, SEO tools, social media management tools.
- Great understanding of ad formats, targeting options, and optimization techniques on various platforms.
- Familiarity with tracking tools and conversion tracking setup (e.g., UTM tags, pixels, Google Tag Manager).
- Strong analytical skills and experience working with large datasets to derive insights.
- Willingness to participate in other marketing activities (eg: On site exhibition/ marketing campaigns)

BENEFITS

- Attractive employee benefits
- Allowances provided
- Training provided

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Company Description