

Job Vacancy

Digital Marketing Executive

I. COMPANY PROFILE

Purple Martin, is a one stop HR company providing a wide range of HR services for the local and regional market. The company offers HR consultancy, HR Outsourcing and Talent Acquisition services.

II. ROLE

We are looking for a Digital Marketing executive who has the passion and the skills for developing, implementing, tracking and optimizing our digital marketing content across all digital channels. The job holder will have the chance to contribute to the development of the company's digital marketing strategy and tools, and to oversee the artwork of all digital marketing and promotional material of the company.

III. DUTIES AND RESPONSIBILITIES

- Support enhancing the company's image through all digital marketing channels.
- Ensure harmonizing the company's digital content, in line with the brand guidelines.
- Identify trends and insights, and optimize performance based on the insights
- Review and coordinate the company web design and development.
- Develop company pages across social media platforms
- Plan and implement social media and digital sourcing activities
- Engage the company's audience through innovative activities such as live sessions, discussion, games, etc..
- Coordinate with the design team for the development of artwork
- Take the lead on day-to-day marketing tasks

IV. REQUIREMENTS in terms of experience, education and competencies

- Marketing degree or diploma, and proven abilities in planning and managing digital marketing activities
- 1-2 years of relevant work experience.
- Good knowledge in SEO/SEM, website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends
- Good understanding of social media platforms
- Continuously looking for the latest trends and best practices in digital marketing and related measurement methods
- "Can do" attitude, with excellent coordination, interpersonal, and communication skills.
- Strong organization skills, results oriented and meticulous
- The person should exhibit enthusiasm, be open minded, flexible, with high sense of responsibility and ownership

Please send your resume to: info@purplemartin-me.com