



Position Specification

Position Title: Digital Marketing Specialist – AC03-2022
Digital Marketing Officer – AG03-2022

The Opportunity: **This position is for candidates with experience in digital marketing. Candidates with no prior experience may be considered as Digital Marketing Officer**

The Digital Marketing Specialist will manage our clients' digital presence and online communication programs to maximize sales opportunities and brand recognition. As an integral part of the marketing team, this position works closely with other marketing team members, graphic designers and IT web development team.

The Digital Marketing Specialist will be tasked with a broad set of initiatives across all digital marketing media (including websites, paid search, SEO, and email marketing campaigns). The Digital Marketing Specialist will be responsible for helping to shape the overall digital marketing strategy and executing a broad range of campaigns aimed at driving online business, building brand awareness & preference and introducing new products to existing customer base.

This position requires experience in the technical and creative aspects of digital marketing. The ideal candidate will possess a strong balance of strategic thinking, out-of-the-box creativity, and technical proficiency in different digital marketing platforms.

Main Duties:

1. Responsible for executing digital initiatives.
2. Communicate with key stakeholders regarding project delivery matters.
3. Monitor Google Analytics, website traffic report system and brand mentions, creating and tracking KPIs, identifying key trends, reporting on progress and proactively providing solutions for improvement.
4. Follow recommendations for best SEO practices to maximize qualified organic search traffic.

5. Implement A/B testing on web pages and email campaigns.
6. Manage the digital components of integrated marketing campaigns.
7. Develop and implement B2C digital marketing strategies including content targeting, CRM and customer nurturing.
8. Monitor and report on digital campaign performance metrics.

Desired Requirements: Degree Holder in Marketing, Communication, Advertising with at least 1 year of equivalent work experience. University graduates may be considered as Digital Marketing Officer.

Functional knowledge of website management. (HTML/CSS)

Good command of English or Chinese with an understanding of writing for digital communication including web pages and email marketing.

Creative design and formatting expertise.

Familiar with online analytics and data analysis and interpretation for reporting to stakeholders.

Working knowledge of SEO best practices an advantage.

Highly organized and can manage a multitude of tasks, projects, and information simultaneously.

Career Path: Successful digital marketing specialist will have the opportunity to be considered for more senior positions, including senior specialist and project manager.

Date: 2022.06.18

General Note

Application procedure: Interested candidates shall send their application letters and CVs to hr@avalade.com. Qualified candidates will be invited to attend a written test and an interview. Candidates are expected to demonstrate their communication skills and other relevant skills as described in the Position Specification during the interview.