

**Position** : Senior Digital Marketing Executive  
**Business Section** : Entertainment/ Hospitality

**Responsibilities:**

- Develop, manage and administrate digital marketing plan, with a focus on social media strategy (paid and organic) for current and new digital platforms including but not limited to Facebook, Zalo, Instagram, YouTube, ...
- Utilising a range of techniques including paid search, SEO, PPC, Email marketing, and social media.
- Administrate and updated company website
- Develop, manage and administrate other advertising channels, including but not limited to Newspaper, Outdoor Advertising, Radio, SMS...
- Work with the events team to promote all onsite events via digital channels and other advertising channels. A focus on the optimization of these channels via analytics is also required.
- Improving the usability, design, content and conversion of the digital channels and other advertising channels
- Manage KPIs and campaign recaps, optimizing performance of specific tactics against monthly goals
- Serve as primary contact for third-party digital media partners, and other vendors as required.
- Develop and execute influencer partnerships, including flash event campaigns, brand ambassador programs, and events
- Keep up with latest trend of technology, competitors, customer behavior, etc... and recommend measurable test plans to trial new initiatives to marketing strategies
- Support Marketing Manager with budget planning and control Digital Marketing campaigns
- Translation of English to Vietnamese for campaigns.
- Work with the design team to check all design and content before being published

**Job Requirements**

- Bachelor degree in Marketing.
- Experience at least 2 years managing websites, PPC, SEO, Affiliate program, Email marketing, and social media.
- Strong understanding of current online marketing concepts, strategy and best practice.
- Native Vietnamese Speaker with excellent in English speaking and writing
- A good work ethic
- Strong analytical skills and data-driven thinking.
- Up-to-date with the latest trends and best practices in marketing and measurement.

**Working Type**

Full-Time.

**Benefits**

- Accommodation, Meals, working visa , phone allowance, transportation as required for business
- Salary range: \$700 - \$1000

**Work Location:** Prek Chak, Kampong Trach District, Kampot Province, Kingdom of Cambodia.

(Closed by HaTien, Kien Giang, Ha Tien International Border Gate)