

MACROKIOSK

Senior Consultant, Growth Development (Philippines)

Job Responsibilities:

- Assist the manager in digital marketing development and execution of campaigns that drive pipeline lead generation in order to meet targets across all customer segments and through all stages of the buyers' journey: from awareness, acquisition and adoption.
- Design digital campaigns and promotions to drive an increase in registrations for new customers, market awareness and higher retention rates.
- Optimise all digital marketing activities to drive awareness, lead generation, and ultimately push for conversions on various digital platforms to meet set growth objectives and KPIs. Evaluate and track key success metrics across digital marketing channels.
- Assist the manager on end-to-end implementation and handle day-to-day operations to ensure digital marketing campaigns are delivered on time in collaboration with internal and external stakeholders including but not limited to SEO campaigns, paid digital ads, PPC campaigns, email marketing, and social media management. Test, analyse and scale experiments to improve key metrics across.
- Report the effectiveness of digital marketing campaigns and identify potential opportunities for improvement via trend analysis and able to work closely with product, sales and partnership to develop and determine which content assets are produced and promoted to whom, when, and at what cadence to target specific buying personas.
- Assist the manager in performing all aspects of product marketing including but not limited to product positioning, promotions, content, competitive analysis, industry analyst engagement, field enablement, etc.
- Work closely with regional team, based in Malaysia.

Requirements:

- Possess a Degree in Marketing or its equivalent.
- At least 3 years of relevant experience in B2B digital marketing, preferably in technology industry.
- Good verbal and written English communication skills.
- Knowledge of other languages would be an advantage.
- Personality traits - pleasant personality, good attitude, self-motivated, enthusiastic, meticulous, result-oriented, responsible, independent, trustworthy, ethical and team player.
- Experience in managing and executing digital campaigns included by not limited to SEM/SEO, social media marketing, and email marketing.
- A proven track record of strong lead generation.
- Understand the competitive landscape and digital touchpoints of customer interaction, customers' needs, and mindset.

- Has an analytical mindset and critical thinking, with attention to detail.
- Progressive thinker who can leverage digital marketing channels effectively to achieve growth and marketing objectives based on consumer insights and data.
- Experience in crafting strategic ad copies.
- Excellent knowledge of website and marketing analytics tools (e.g., Google Analytics, Tableau, Business Intelligence (BI), SEMRush, etc.)
- Strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Understand the Philippines market well.

**** Only shortlisted candidates will be notified.**