



POSITION DESCRIPTION

POSITION TITLE:

Campaign Manager

LOCATION:

MALAYSIA

PHILIPPINES

VIETNAM

ASW COMPANY OVERVIEW

AS White Global (ASW) is an Australian owned company with offices in Sydney, Vietnam, the Philippines, and Malaysia. We are specialists in unified offshore staffing solutions and have been working in Southeast Asia for the past decade. Our ASW employees are part of our very special ASW family and culture, but also integrate into our client's brand and team – effectively you get two work families!

Working in our local ASW company culture means you will develop strong friendships and great support networks. You will be part of a positive and engaged environment, participate in team and company events, and have access to global training and development opportunities. In addition, you will get exposure working with our international clients and build on your existing skill sets.

THE OPPORTUNITY

This role belongs to a member of AS White Global, a fast-paced digital marketing agency driven to make a difference to your business. While our head office is based in Sydney, Australia, our team of experts are based overseas, offering a cost-effective, and full-service digital marketing house.

Solutions and services we provide include:

- SEO
- SEM
- Social Media Management
- Content & Copywriting
- Web Design & Development
- Graphic Design
- CRM integration

POSITION DESCRIPTION

We are looking for someone who is a born passionate and diligent team member, who lives and breathes digital marketing to join the offshore team in Vietnam. The ability to define and interpret client requirements and managing resource availability & allocation – both internal and third party. Primary focus will be to ensure all Organic and Paid Social campaigns are working towards the achieving desired outcomes. To collaborate with copywriters, graphic designers, SEO specialists, advertising specialists, developers for optimal project outcome, in a timely manner. You will be supported by the Account Manager in initial client meetings with potential clients and preparing proposals for follow-up and ensuring reporting is aligned to client goals.

Key Responsibilities

1/ CRM

- Willing to learn about various CRMs
- Work with developers to connect website and CRM



POSITION DESCRIPTION

- Consult clients on data management, lead funnels and automation

2/ Social Media

- Brief copywriter + designers on monthly content to post on clients' social profiles
- Schedule social posts using Sendible
- Know how to set up company social profiles from scratch

3/ Social Media Advertising

- Set up, optimise and report on advertising campaigns on Facebook and / or LinkedIn
- Work closely with Google Ads specialist for remarketing campaigns across channels

Qualifications & Experience

- Bachelors Degree in Marketing or equivalent working experience.
- Minimum 3 years of experience working within a Digital Marketing Agency.
- Good English Skills, spoken and written.
- A client first attitude and attention to detail.
- Good communicator and team contributor.

ASW Offers

- Competitive remuneration
- We are experts in **Offshoring** partnerships. This means that you will be a trusted member of the ASW family, and get access to our great benefits, plus you also get to work directly with ONE of our clients as a part of their international team from the US, UK, Canada, Australia, New Zealand, and much more.
- Premium Personal Insurance Package
- Great Paid Leave entitlements
- Free LinkedIn learning & Coursera account
- Stocked fridges and pantries - free coffee, cold beverages, snacks
- Our own ASW Toastmasters Club - perfect your English!
- A diverse, inclusive and supportive company culture
- Exposure to an international environment, working with people across Malaysia, Vietnam, and Australia
- Opportunity to collaborate and work with global clients and stakeholders
- Team outings, travel abroad opportunities, company parties/events, and other exciting activities
- Industry and role-related training
- Overtime is rarely required
- Ongoing career opportunities