

The Opportunity

ASW is currently looking for a **Digital Marketing Specialist**. As the Digital Marketing Specialist, you will create, develop & manage the execution of digital marketing experiences for the client group across Australia, New Zealand, and South-East Asia. You will have the opportunity to work with enterprise level web platforms, analytics, and marketing tools to develop and optimise digital properties and enhance the customer experience while delivering on marketing and business objectives.

The position requires cross-functional working relationships within the Marketing and Digital Group, Business Units, Business Systems, Legal, Regulatory, and Customer Service.

Key Responsibilities

- Develop, evolve, go Contribute to the development of the marketing strategy for digital properties, specifically the client's ecommerce website.
- Lead the development and execution of multi-channel owned, earned, and paid marketing in alignment with the marketing strategy for digital properties, primarily client's ecommerce website. Channels include Group Websites, On-site, EDM, Social, Industry Publications, Search, Retargeting, Conferences, Internal Teams.
- Lead the development, execution, and optimisation of marketing automation for client's ecommerce website.
- Work closely with the Digital team to maximise awareness, acquisition, conversion, retention, and advocacy of customers for our digital properties.
- Work with and manage Business Unit stakeholder relationships to optimise digital channel activity including product and brand launches, promotions, and customer engagement.
- Develop innovative and creative campaigns for client's ecommerce website to drive brand and commercial value.
- Set goals for client's ecommerce website campaigns and automation, including KPI tracking and benchmark development.
- Periodical and ad-hoc reporting of all marketing activities for our digital properties. Developing and presenting performance and actionable insights to internal senior stakeholders.
- Analyse and research customer data and behaviour and convert learnings into marketing tactics to support the marketing strategy.
- Immersive Business Unit stakeholder management to maximise internal engagement and usage of digital properties.
- Use enterprise-level platforms (Hubspot, SAP-Hybris, GA, LinkedIn, Wrike) to deliver marketing campaigns, performance reporting, and insights and recommendations for optimisation.
- Develop an understanding of the customer experience on a gated website and work cross-functionally with internal teams to execute initiatives to improve customer experience.

- Research and share digital best-practice to identify opportunities for improvement.

Skills, Experience & Qualifications

- **3-5+ years relevant experience in digital marketing, specifically campaign planning and execution and ideally for an ecommerce website (B2B preferable).**
- **High standard of written and verbal communication skills, including writing for digital.**
- **Hubspot Knowledge.**
- Sound understanding and experience in web content, usability, architecture, technology and digital to deliver best practice user experience.
- Comfortable with data analysis. Proficiency in using spreadsheets, and experience using data visualization tools is desirable.
- Excellent organisational skills and proven successful stakeholder management.
- Able to understand and navigate complex organisational structures and interdependencies.
- Able to work with a team, give inputs, coach, negotiate and support colleagues.
- Be an action-oriented self-starter. Able to work independently, problem solve and apply good judgement according to deadlines and budgets.
- Confident communicator with the ability to communicate within cross-functional teams at different levels, nationalities, and cultures within and outside the organisation.
- Comfortable with ambiguity and the resourcefulness to develop sound action plans.

Desirable Skills & Experience

- Creative and proactive thought leader.
- Web content management, testing and publishing experience (CMS/PIM).
- Previous medical/surgical marketing experience.
- Understanding of TGA/Regulatory affairs.
- Experience developing personalization.
- Knowledge of UX principles.
- Degree or equivalent qualified in Marketing, Communications, or Business.

ASW Offers

- 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 clients.
- In our unique English-speaking environment, you can practice and enhance your English with peers and international client teams based in either Australia, UK, US or NZ.
- Get global access to Learning & Development programs.
- Great work-life balance.
- Competitive remuneration.
- Excellent medical benefits.
- Great Paid Leave entitlements.

- Company parties/events, future travel opportunities and other exciting activities.
- Ongoing career opportunities.
- To find out what our people say about working at ASW, visit:
<https://aswhiteglobal.com/careers/>