



# POSITION DESCRIPTION

**POSITION TITLE:** Digital Content Specialist

**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.

## CLIENT OVERVIEW

We are looking for a Digital Content Specialist to with knowledge and experience in website and other digital channels to join our team. Supporting our leading partner in sustainability, with over 6000 employees globally, you will be working with leading-edge technology. You will join a well established team which is founded on continuous learning and mutual respect..

## CLIENT POSITION DESCRIPTION

### Key Responsibilities:

- Driving best in class website experience through understanding of customer journeys and content, and subsequent content creation and journey optimisation
- Drive Website personalisation activities to support lead generation and customer call deflection in crisis events
- Partner with Search specialist to support new content for organic & paid search optimisation
- Being the lead campaign team member on all website related changes
- Content authoring of website content
- Manage Google My Business Location listings.

### Qualifications & Experience

- Minimum 3 years' experience in a marketing role with Digital Content responsibilities
- Proven experience in identifying content opportunities and creating content for websites, including eCommerce.
- Experience with WordPress or similar CMS
- Experience using Google Analytics or similar to understand user behaviour
- Detail-oriented
- Strong organizational skills
- Proactiveness with a Continuous Improvement mindset
- Working with cross-functional teams.



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- Customer first orientation.

## 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 the 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/>