



POSITION DESCRIPTION

POSITION TITLE:

E-Commerce & Marketing 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.

Key Responsibilities

- Managing products in the WooCommerce website. Updating pricing, descriptions, features.
- Creating images in Photoshop, saving images accordingly to the SEO.
- Entering all the SKU and correct models.
- Monitoring SEO, using tools like SEMrush.
- Creating content blogs in tool such as Jasper.
- Outbound reach for review and answering reviews online.
- Looking at Google Analytics, Google Console, updating Google Business.
- Creating marketing campaigns special offer for all the public holidays, like Black Friday, X'mas, Australia Day, etc.
- Creating discounts and coupons.
- Overseeing facebook advertising, and digital performance advertising campaigns.
- Reviewing the analytics of MyShopping website, and GetPrice website.
- Increasing our presence in the different online directories.
- Giving IT support, changing the weight on the products to make sure correct delivery prices are given. Creating codes.
- Setting up emails, re directions, checking redirections of domains, check the speed of the website, updating the plug-ins, updating banners and promotional stickers.
- Updating and adding our details on the different online directories.

Experience and Certification

- Your passion for business and improvement is what drives you.
- At least 5+ years of Marketing & Website administration experience.
- This role will be considered a key member of the team requiring a high level of accuracy, accountability and professionalism.
- Exceptional written and verbal English communication skills.
- Strong work ethic, positive attitude, and openness to learn.
- Strong attention to detail.



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- Ability to manage-up and deliver results.
- Basic Graphic Design skills using Canva or Adobe.
- Technologies:
 - Woocommerce is essential.
 - Photoshop is a must.
 - SEO, SEMRush.
 - Content creation using Jasper (desirable).
 - Email Outreach Platforms.
 - Basic Canva or Adobe.
 - Xero (advantage but not necessary).

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