



# POSITION DESCRIPTION

**POSITION TITLE:** Digital Analytics 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.

## OVERVIEW

We are looking for a Digital Analytic Specialists to with knowledge and experience in website and other digital channels to join our team in Manila. 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 in Manila which is founded on continuous learning and mutual respect.

To be successful as a digital analytic specialist, you should have strong technical skills and be able to present actionable insights to inform digital marketing strategies.

## KEY RESPONSIBILITIES

- Driving proactive best practice tagging, analytics, and reporting capability, including being the owner of Google Analytics, Google Tag Manager and Google Data Studio.
- Collecting and analyzing customer, marketing, and web behavioural data.
- Developing digital campaign and web measurement strategies.
- Manage Monthly Operating Review (MOR) dashboard
- Testing campaigns, analyzing key metrics, and identifying opportunities to increase campaign performance.
- Developing and presenting learnings from your analyses, including actionable insights and recommendations.
- Creating dashboards, data visualizations, and campaign and website performance reports.

## QUALIFICATIONS AND EXPERIENCE:

- Experience with tagging, analytical and reporting tools, including Google Analytics, Google Tag Manager and Google Data Studio.
- Strong analytical and strategic thinking skills.
- Ability to make data-driven recommendations.
- Excellent interpersonal and collaboration skills.
- Strong communication and presentation skills.



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- Detail-oriented
- Strong organizational skills
- Proactiveness with a Continuous Improvement mindset
- Working with cross-functional teams.

## 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.