



POSITION DESCRIPTION

POSITION TITLE: Digital Marketing 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.

OVERVIEW

Our partner, Australia's leading provider of premium end-to-end health solutions to support businesses and people in restoring their physical & mental health, is growing their Manila team, and looking for an exceptional Digital Marketing Manager! They are founded in 2001 with a vision to bring high-quality and compassionate rehabilitation services into the market.

As Digital Marketing Manager, you will lead digital marketing efforts, from the strategy phase to execution. Reporting directly to the Head of Marketing, Brands & Communication, you should have a strong understanding of current marketing tools and strategies, and be able to lead integrated digital marketing campaigns from concept to execution.

KEY RESPONSIBILITIES

- Develop, implement, and manage digital marketing strategy across the business, including sub-brands.
- Administer social media accounts ensuring up-to-date content, increased followers and optimise engagement
- Manage integrated digital marketing campaigns from concept to execution
- Well-versed in HubSpot, responsible for creating and updating marketing lists, email campaigns, social media management, and campaign analysis
- Serve as Website Strategy Owner, overseeing website administration, Google reviews, and agency content alignment
- Track performance and adapt the strategy for business growth
- Collaborate with Content Specialist to optimize engaging social media content
- Use social and Google reporting tools to achieve superior customer engagement, website traffic, brand reputation, and revenue
- Work with the marketing team to achieve business objectives.

QUALIFICATIONS AND EXPERIENCE:



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- Bachelor's degree in relevant field
- At least 5 years of proven working experience in digital marketing, with experience creating and executing digital marketing strategies
- Detailed knowledge and experience using HubSpot to execute digital marketing strategies
- Demonstrable experience leading and managing SEO/SEM, social media, email marketing, and content marketing campaigns
- Strong knowledge of website analytics tools (e.g., Google Analytics)
- Strong analytical skills and data-driven thinking
- Excellent communication and interpersonal skills
- Able to multitask and work autonomously

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.