



# POSITION DESCRIPTION

**POSITION TITLE:** Marketing Specialist

**ADVERT TITLE:** Marketing Specialist

**LOCATION:** MALAYSIA  PHILIPPINES  VIETNAM

## ASW COMPANY OVERVIEW

ASW is creating the world's most talented international family through hiring and growing talent into long-term careers with Australian companies. ASW is a recruitment and talent specialist, that partners with Australian companies to help them build highly capable international teams. We enable Australian companies to meet their business goals by accessing and retaining premium talent in emerging markets and giving that talent the opportunity to grow, learn and develop. Together we embed international teams into respected Australian businesses, both functionally and culturally, to deliver enduring and transparent people solutions.

## THE OPPORTUNITY

Our client is a rapidly growing B2B IT consulting organization with a diverse range of blue-chip clients across various industries. We are currently looking for a self-motivated, performance driven Marketing Specialist with a creative and entrepreneurial spirit to join the team! This is a great opportunity for someone with the desire to work with a broad range of clients within a fast-paced, collaborative, and entrepreneurial environment.

## KEY RESPONSIBILITIES

- Manage B2B digital marketing content strategies to promote the company.
- Create and share articles, direct marketing, and video content to attract, engage and retain customers.
- Prepare marketing and educational material to inform & educate prospects/clients and generate demand and leads.
- Update existing marketing collateral and create new.
- Day-to-day management of paid advertising across search, display, social, video, and other lead generation channels including Google and LinkedIn.
- Search Engine Optimization (SEO), website posts and simple website updates (currently WordPress)
- Support in developing, communicating, and implementing marketing strategies for the company.
- Optimize and analyze data to ensure we deliver results including regular reporting on results of activities, as measured against set targets.

## SKILLS, EXPERIENCE & QUALIFICATION



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- Bachelor's Degree with 2-3 years of experience in a B2B marketing role, preferably in the IT and/or Consulting industries.
- Good written and verbal English Language communication skills.
- Strong understanding of digital marketing, lead generation and conversion rate optimizations.
- Excellent copywriting skills – you must be great with words, be able to transform the complex into something clear, simple, succinct, and compelling.
- Design experience with an eye for design and brand.
- Understanding of end-to-end digital asset development and management.
- A self-motivated individual who is performance driven and has a growth mind set.
- Able to meet deadlines and work effectively under pressure.
- Proven ability to multi-task and work both independently and as a team player.
- Proficient computer skills, specifically Microsoft Office applications (Word, PowerPoint, Excel).
- Knowledge in Adobe Creative Cloud including premier pro or other editing software is desirable.

## ASW OFFERS

- A diverse, inclusive, and supportive company culture.
- Competitive remuneration.
- Opportunity to collaborate and work with global clients and stakeholders.
- Medical benefits.
- Great Paid Leave entitlements.
- Team outings, travel opportunities, company parties/events, and other exciting activities.
- Exposure to an international environment, working with people across Malaysia, Vietnam, the Philippines, and Australia.
- Industry and role-related training.
- Ongoing career opportunities.