



POSITION DESCRIPTION

POSITION TITLE: Digital Marketing Coordinator

ADVERT TITLE: Digital 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, a leading importer, distributor, and wholesale supplier to the Retail Jewellery industry in Australia and New Zealand, is growing their team in Manila and hiring for Digital Marketing Specialist! As a privately owned and operated company established in 1962, the company supplies over 1,000 retail stores nationally with an extensive Australia-wide network of dedicated sales professionals.

As the Digital Marketing Specialist, you will play a key role in developing and implementing digital marketing strategies to enhance brand visibility, drive online sales, and engage target audiences. This position looks for an understanding of the jewelry and watch industry, coupled with strong digital marketing skills, to create compelling campaigns that resonate with the Australian market.

KEY RESPONSIBILITIES

- Plan, execute, and optimize digital marketing campaigns across various channels, including social media, email, and online advertising.
- Tailor campaigns to align with the unique characteristics of the jewellery and watch market
- Manage and grow social media accounts, creating engaging and visually appealing content to showcase jewelry and watch collections, foster a strong online community, and leverage social platforms for brand awareness and customer engagement
- Collaborate with our graphic designer to develop high-quality visual and written content.
- Implement SEO strategies to improve the online visibility of jewelry and watch products and collaborate with web developers to optimize the website for user experience and conversion



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- Develop and execute targeted email campaigns to promote new collections, special offers, and events, and be responsible for segmenting email lists for personalized and effective communication.
- Identify and establish partnerships with relevant influencers and industry stakeholders and collaborate on campaigns to expand reach and credibility within the jewelry and watch market.
- Utilize analytics tools to track and analyze the performance of digital marketing campaigns, and provide regular reports and insights to measure ROI and make data-driven adjustments.
- Work closely with the e-commerce team to drive online sales through effective digital marketing strategies.
- Ensure a seamless online shopping experience for customers interested in jewelry and watch products.
- Stay abreast of industry trends, competitor activities, and customer preferences in the Australian jewelry and watch market by conducting market research to identify opportunities and challenges within the industry.

SKILLS, EXPERIENCE & QUALIFICATION

- Graduate of Marketing or relevant field
- Relevant experience in Digital Marketing – campaign management, content marketing, social media, email, performance & analytics, web optimization
- Experience using digital marketing channels to raise awareness and create demand.
- Preferably with exposure in influencer management, graphic design and e-commerce for occasional support
- Experience in supporting jewelry, beauty, fashion/apparel, and luxury goods campaigns will be ideal
- Excellent English communication skills and can effectively communicate with all stakeholders
- High level of accuracy and attention to detail.
- Show initiative and have the ability to work both autonomously and within a team.

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.