



POSITION DESCRIPTION

POSITION TITLE: E-Commerce, Wholesales Sales & Marketing Assistant

ADVERT TITLE: E-Commerce and 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 family-owned Australian brand established in 2009, and has built a strong business in the country with the brand stocked at online giant The Iconic as well as over 80 boutiques around the country. Recent success in the USA has seen the brand worn by top-line celebrities and influencers, which in turn has allowed the to grow as a brand and maximize an opportunity in the fashion industry.

The ongoing sustainability journey focuses on finding innovative ways to support them in taking steps forward in the right direction, with an on-going goal of acknowledging the true impact their business has on the environment. An experimental, creative, and ambitious team is currently looking to hire **E-Commerce and Marketing Specialist** to be a part of the growing team.

KEY RESPONSIBILITIES

- Managing products in the Shopify platform which includes updating pricing, descriptions, and features till they are ready to go live
- Creating images and ensuring all products have images ready to be uploaded in Shopify according to the SEO.
- Conduct market research and perform analysis to find out insight about competitors' online activities, pricing strategies, and product offerings
- Work closely with the inventory team to manage and monitor the product movement and availability
- Overseeing social media platform (Instagram, TikTok, Facebook, Pinterest) advertising, and digital performance and able to generate the necessary reports for performance
- Handling SEO optimization to improve organic traffic



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- Track performance using analytics tools (e.g. Google Analytics) to monitor campaign performance and generate reports.
- Work closely and maintain strong relationships with wholesale boutiques, stores, stockists, warehouse team and other internal teams
- Identify opportunities to grow, expand business and increase sales by consolidation feedback, providing reports, and via market insight and analysis
- Provide excellence in service to customers and attend to their requirements and enquiries at timely manner

SKILLS, EXPERIENCE & QUALIFICATION

- Min Diploma or Degree in any discipline
- At least 4-5 years of working experience in the E-Commerce and Marketing field.
- Proficiency in using Shopify/ Google Analytics/ Klavigo / Glass / Meta Business Manager would be an added advantage
- Ability to contribute to create marketing strategies and content development
- 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.

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.