



POSITION DESCRIPTION

POSITION TITLE: Digital and Social Media Marketing Manager

ADVERT TITLE: Digital Marketing Manager

LOCATION: MALAYSIA PHILIPPINES THAILAND 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 partner, an Australian team of experts specializing in providing reliable clinical opinions to lawyers, insurers, the NDIS, fund managers, trustees, and employers nationwide, is seeking a proactive and self-motivated **Digital Marketing Manager**. As allied health professionals, they focus on improving clients' physical, cognitive, emotional, and psychological well-being by understanding their personal challenges and helping them redefine their capabilities.

In this role, you will lead digital marketing initiatives, driving brand growth by developing and executing comprehensive strategies across social media, email, content marketing, and SEO. You will oversee campaigns, create compelling content, optimize the company's digital presence, and manage a team to deliver measurable results. This position reports directly to the manager in Australia.

KEY RESPONSIBILITIES

- Create, manage, optimize, and analyze digital marketing campaigns to boost brand awareness and audience engagement for both B2B and B2C campaigns.
- Oversee the creation of graphics, videos, and copy, ensuring brand consistency, quality, and execution.
- Maintain and optimize the company website for improved search rankings and user experience.
- Responsible for website design and maintenance.
- Manage SEO optimization and performance analysis, including SEM, website traffic, and campaign metrics.



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- Plan and execute social media content across platforms, engaging with the online community.
- Use analytics tools to track and report on marketing efforts, adjusting strategies as needed.
- Manage the marketing budget to ensure efficient spending and strong ROI.
- Lead and mentor junior marketing staff, collaborating with internal teams to align with brand goals.
- Establish and maintain a Marketing Standard Operating Procedure (SOP) for seamless onboarding and training of new marketing team members.

SKILLS, EXPERIENCE & QUALIFICATION

- Bachelor's degree in a related field.
- Portfolio or sample work is required.
- Proven experience and ability to develop and implement marketing strategies, including social media marketing and website management using WordPress.
- Expertise in measuring digital marketing performance, including SEO, SEM, website traffic, and campaign metrics.
- Proficiency in overseeing brand collateral quality and consistency – experience in graphic design, video editing, and content writing is a plus.
- Familiarity with industry-standard tools and AI tools for content creation.
- Strong desire for innovation and continuous improvement to enhance marketing effectiveness, with demonstrated leadership and proactive mentorship of junior marketing staff.
- Ability to adapt and thrive in a fast-paced environment, showing resilience and leadership.
- Excellent communication, analytical, and problem-solving skills..

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.