



# POSITION DESCRIPTION

**POSITION TITLE:** Marketing Coordinator

**ADVERT TITLE:** Copywriting & Marketing Specialist

**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 healthcare provider that specializes in end-to-end recovery services for individuals who have suffered injuries at work or in motor vehicle accidents. Their services are developed by medical and psychological experts, focusing on both the physical and psychological aspects of injuries. They are expanding their team and looking for a Copywriting & Marketing Specialist!

The Copywriting & Marketing Specialist provides valuable support to the Account Management and Sales teams, assisting in engaging with customers in the market and representing the company brand. This role will also be reporting to the Manager based in Australia.

## KEY RESPONSIBILITIES

- Content writing management for various platforms
- Develop and implement digital marketing strategies
- Manage social media and online advertising campaigns
- Implement and optimize marketing technologies
- Support marketing reporting and analytics
- Assist in the preparation of reports and presentations
- Proofing and editing internal communications and reports

## SKILLS, EXPERIENCE & QUALIFICATION

- Bachelor degree in Communications, Public Relations or Marketing related discipline



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- At least 3 years of excellent copywriting and editing experience; must have a portfolio of previous work
- Firm grasp on various marketing platforms, channels, and best practices, including social, digital, and email marketing (especially LinkedIn and B2B campaigns)
- Experience in Google Analytics
- An understanding of SEO / SEM concepts and execution strategies.
- Excellent English Language communication skills and the ability to collaborate effectively with team members

## 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, Thailand, the Philippines, and Australia.
- Industry and role-related training.
- Ongoing career opportunities.