

POSITION DESCRIPTION

POSITION TITLE	Marketing Specialist
POSITION LOCATED AT	Subic Bay - Philippines
REPORTING TO	Dana Mackenzie
DIRECT REPORTS	NA
EMPLOYMENT CLASSIFICATION	Full time
POSITION OVERVIEW	<p>The Marketing Specialist is responsible for developing, implementing, and managing marketing campaigns that promote the products through digital platforms. Also tasked to enhance brand awareness, driving website and digital platforms, and acquiring customers.</p> <p>She/He is expected to identify and evaluate new digital technologies and be able to use web analytics tools to measure site traffic to better optimize marketing campaigns, email marketing, social media and display and research advertising.</p> <p>You take pleasure in creating engaging, dynamic, and head-turning visuals from concept to execution across various marketing channels is a plus.</p>

SPECIFIC OBJECTIVES

Create engaging and branded content to strategically support the company's goals

Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.

Experience in Digital Media Buy (Google Ads, Facebook Ads, Instagram Ads, TikTok Ads, LinkedIn Ads)

Ability to design both print and digital, while keeping in mind the company's brand identity, catalogue, marketing, website, and other collateral

Transform complex ideas into simple visual forms working with and without existing assets

Oversee and manage all digital campaign budgets, KPIs, ROI, traffic, and analyze trends to determine campaign success

Work closely with operations team to formulate visual identity for projects/campaigns

Manage deadlines and deliverables in a timely, professional manner

MAIN ACCOUNTABILITIES	MEASUREMENT METHOD (KPI's)
Takes command responsibility for the performance and development and the achievement of all project KPIs and targets	KPI
Maintain design consistency and brand identity across all visuals that are produced for the brand	
Trend focused and commercially aware with an impeccable eye for design. Knowledgeable and keen interest in e-commerce	
Collaborate with internal and external stakeholders, contribute ideas and participate in brainstorming sessions to be able translate campaign objectives into compelling design	
Create monthly insights reports and keep track of KPIs to analyse content	
Building and maintaining effective internal and external stakeholder relationships	Customer Feedback Surveys
Build and create our social media strategy by understanding different needs and cultures across our local communities.	
Maintain open, effective and honest channels of communication at all levels across the business to facilitate best in class sharing. Work collaboratively with the other teams or members of the business	Management Performance
Embed a performance culture, framework, and review processes to achieve service levels and improvements against set targets. Ensures service targets, SLA's and KPI's are continually reviewed, and expectations are met with optimum levels of quality service delivery.	Service Level Achievements against set targets
Review available information and make suggestions, recommendations as to improvements across the business.	
Any other duties, consistent with the role, or duties as required from time to time by the Sales and Marketing Manager,	

MAIN ACCOUNTABILITIES	MEASUREMENT METHOD (KPI's)
Business Unit Managers, the President or other relevant department managers.	
Demonstrate a high level of professional and personal standards and conduct.	
Observe OH&S and company policies.	Pro-actively ensure up to date knowledge of and compliance with OH&S policies and procedures and participate in their further development by identifying risks and escalating them appropriately. Observe company policies

COMMUNICATION (regularly communicates with)
Customers, DPI BU Managers, Operations Team, Manufacturing Team, Finance, and other relevant internal departments

SKILLS AND EXPERIENCE	DESIRABLE	ESSENTIAL
EDUCATION		
Bachelor's degree in Market Research, Marketing, Business Administration, or a similar subject		✓
Certifications in the listed marketing and CRM tools are a plus		✓
WORK EXPERIENCE		
Experience in video production, video editing and camera or photography will be an advantage	✓	
Knowledge in Adobe Creative Suite Design for Graphic Design and Video Editing	✓	
At least 2-4 years industry experience in an advertising agency or an in-house creative team		✓
Experience with Facebook Ads, Google Ads and Bing Ads		✓
TECHNICAL KNOWLEDGE		
Excellent writing and communication skills		

Knowledge in MS Excel and web analytics		✓
Proficient in Microsoft Office applications (Word, Excel, PowerPoint)		✓
Skilled in Google Analytics, Google Ads, Facebook Ads, Keyword Research, On-Page and Off-Page SEO.		✓
Must have valid driver's license	✓	
LANGUAGE SKILLS		
Strong written and verbal communication skills		✓
Must be creative, honest, resourceful, and outspoken		

SKILLS, ABILITIES & COMPETENCIES, AND QUALITIES

Skilled Marketing specialist in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales with excellent analytical, organizational, and decision-making abilities.

JOB SPECIFICATION ACCEPTANCE

EXPLAINED BY:		
Supervisor / Manager Name	Signature	Date
ACCEPTED BY:		
Employee Name	Signature	Date