



Senior Digital and Media Communication Officer

Deadline: 30th June 2019 | Apply to: sok.socheat@sathapana.com.kh

Location

- Head Office (01 Position)

Responsibilities

- Work closely with the Manager to plan, implement, monitor and evaluate digital and social marketing campaigns and activities.
- Daily manage brand's mobility on digital and social media communities (Website, Facebook, YouTube, Google Ads, Messenger Ads and other Social Media).
- Initiate and run social media campaigns to engage fans and cultivate potential leads.
- Develop creative design concept and coordinate with design team to produce high-quality artworks in compliance with branding guidelines,
- Analyze and report digital and social media campaigns with tracking systems to gather visitor data and determine efficiency (ROI).
- Study and analyze the competitors' digital and social media campaigns to recommend the effective strategies.
- Manage PR aspect of a potential crisis situation and ensure positive company's image on digital and social media world.
- Perform other task assigned by manager.

Qualifications

- Bachelor or Master degree in marketing, communications, brand management, public relations marketing research and related fields.
- At least two-year-experience in digital marketing, public relations, preferably in banking and marketing agencies.
- Practical experiences in marketing, brand management, marketing campaign development, strategy development, public relations and other related fields.
- Strong focus on teamwork and ability to manage relationships across multiple departments.
- Proficient both written and spoken in English.
- Excellent communication, organization, management, and inter-personal skills.

How to apply

- Interested candidates are encouraged to submit the updated CVs to job@sathapana.com.kh or sok.socheat@sathapana.com.kh
- For more information, please contact us via 096 958 7777 / 096 287 1111 / 096 418 2222 or go to www.sathapana.com.kh