

DIGITAL MARKETING OFFICER

Department: Sales and Marketing

Direct report to: Sales and Marketing Manager / Senior General Manager

Type of position: Full-time

Type of business: Mostly B2B expanding to B2C and B2G

Type of products:

High technology software, hardware and services involving GPS technology

OBJECTIVE/ JOB PURPOSE:

- 1 Improve brand image through Digital Marketing.
- 2 Support the activities of the Marketing section.
- 3 Coordinate and support dealer to all kind of digital marketing activities.
- 4 Work collaborative with other team/function such as Customer Service, Sales & Marketing and Engineering team to ensure quality and excellent execution
- 5 Develop, execute, and manage digital marketing strategy (content, tools, presentation, and design) as part of a multi-channel strategy for potential and existing customer including dealer and other stakeholders.
- 6 Identify target group of customers, understand their behavior, and effectively execute digital marketing tools to each target group of customer.
- 7
Create, implement, and monitor effective digital tools i.e. Online PR, Website, Content marketing, Email marketing, Search engine optimization, Social media marketing, Mobile application and so on in order to create company's brand awareness and also promote sales of company's products.
- 8 Develop digital content & visuals helping ensure social media engagement, product and brand awareness / consideration.
- 9 Understand trade cycle management and able to implement seamless digital marketing tools in each stage of decision.
- 10 Coordinate with Brand partner and dealers for digital marketing communication/activity.
- 11 Negotiate with media suppliers / service providers to achieve the best price / value ratio.
- 12 Handle any other digital marketing projects upon assignment.

DUTIES AND RESPONSIBILITIES

- 1
Achieve sales and marketing operational objectives by contributing sales and marketing information and recommendations to strategic plans; preparing and completing action plans; implementing customer-service standards; establishing pricing strategies; monitoring costs, competition, supply and demand; identifying trends; implementing changes; completing audits.
- 2 Meet sales and marketing financial objectives by forecasting requirements; assisting in planning the annual sales and marketing strategy and budget, and continuously monitoring and reporting on its achievements on a weekly basis; scheduling expenditures; analyzing variances; initiating corrective actions.
- 3 Prepare weekly sales and marketing reports for submission to the Sales and Marketing Manager or Senior General Manager.

4

Maintain standard of excellent customer service by interacting with customers providing information in answer to inquiries about products, accounts, and services; taking service inquiry calls from customers or clients and dispatching the suitable customer service associate to address questions; handling and resolving customer complaints, or special orders or comments or inquiries or feedback via mail, email, social media (facebook, twitter, etc.) or phone calls; providing information concerning changes, pricing in service, and shipping to the customers; coordinating customers' service requirements with other appropriate departments as necessary to ensure effective customer service.

5

Improve the product quality, services and internal process by investigating and correcting errors following company and customer records; interviewing customers to acquire information and explaining available services; referring complaints of service or product failure or errors to appropriate personnel, section or department for investigation; communicating solutions, successes, and opportunities to the management; maintaining records in timely and accurate mode.

6

Actively contribute to brand management by creating marketing ideas and activities to enhance customers communication via all available media; determining marketing and advertisement materials, artwork, design and content.

7

Ensure all customer inquiries and requests are appropriately responded to in a timely manner.

8

Identifies marketing opportunities by identifying customer/consumer requirements; defining market, competitors' share, competitors' strengths and weaknesses; forecasting projected business; establishing targeted market share.

9

Sustain rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.

10

Accomplish sales and marketing objectives by coordinating all advertising, publicity and brand management; evaluating results of all marketing activities and trade promotion programs.

11

Lead on customer satisfaction surveys within the given account and report to management to inform on implications/future sales strategies.

12

Actively contribute ideas for the feasibility studies on proposed products; monitor new product development.

13

Protect organization's values by keeping information confidential; fostering high integrity; guarding correct business ethics.

14

Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

15

Any other duties assigned by Sales and Marketing Manager or Senior General Manager.

WORK CONDITIONS

- Work normal working hours but may be required to do some work in evening or on off time
- In case of on-duty for Customer Service, on stand-by mode for hotline from Monday to Sunday from 8 a.m. to 9:00 p.m. After office hours, hotline service is done via mobile phone provided by the company
- Work office in Thailand Science Park, Pathum Thani

EDUCATIONAL QUALIFICATIONS & EXPERIENCE

- Minimum hold a degree level or relevant qualification in marketing or business administration (specializing in Sales/Marketing)

- 2years level experience of sales and marketing within the automotive or information technology (IT) industry.

SKILLS & COMPETENCIES

- Must be excellent in designing and implementing job plan, job strategies, and job coordination involving many stakeholders to achieve desired results
- Should have sound practical judgment of priorities and interest in helping and working with customers
- Must have excellent leadership and people management skills
- Should be able to work under extreme pressure and with the strict deadlines and maintain calmness under pressure
- Should be able to perform competitive and cost effective strategies as planned
- Strong communication skills and able to interact with people at all levels within the company and externally and team skills
- Proficiency in English, both writing and speaking. Skills in further foreign languages are on advantage
- Must be computer literate, proficient in Microsoft Office (Word, Excel, Power Point, etc.) and be able to display analytical presentation
- Must be able to adapt and operate effectively within new and challenging environments
- Must have own car and valid driver's license

WORK ENVIRONMENT

- Eventually travel outside the office is required with respect to making market and supplier visits, workshops, trainings, etc.
- The jobholder is not subject to work that is physically demanding and is generally not exposed to any hazards as a direct consequence of the job.
- The jobholder is on call and is required to work over time and weekends in case needed.

If you are interested in this position, please submit your resume to
Khun Nattapol at nattapol.s@aapico.com and include the job position in the subject line.