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RHB Securities

Digital Marketing Executive

Job Description

- ✓ To implement Marketing programs for securities services of Company according to the development targets assigned by the Department Head.
- ✓ To liaise with marketing agents, media to carry out media campaign, promotion, advertisement, sponsor as assigned by the department head
- ✓ To measure the success of each marketing cost spend and conduct so as to ensure the effectiveness of future marketing campaigns to report to department head.
- ✓ To conduct surveys on clients and market research to obtain their feedbacks in meeting their needs and to propose new products for department head's review.
- ✓ To study and analyses competitors in terms of their products and service level. In addition, to obtain internal feedback from other departments to identify other needs of clients to make the appropriate recommendations for Department Head's consideration
- ✓ To write the content of news, advertisement to submit to department head for approval. To manage website as assigned by department head.
- ✓ To directly implement PR plans, advertisement on digital marketing channels to promote the image and products of the Company. To position and develop brands, products on websites, forums, Facebook, Wordpress and other social networks and report to department head.
- ✓ To participate in making policies, procedures of the Marketing Department and ensure complying all of the regulations of Group and Company.
- ✓ To make the report as assigned by the department head.

Requirements

- ✓ Bachelor Degree in Digital Marketing or other related fields.
- ✓ At least 1 year of experience working as Head of Digital Marketing, preferably banking or securities and exposed to multi facet areas so as to be able to carry out multi-tasking.
- ✓ Good thinking skills with diligence and responsibility.
- ✓ Capacity to work independently and a team player
- ✓ High disciplinary manners with careful and strict working styles
- ✓ Good interpersonal skills
- ✓ Excellent time management skill with the capacity to prioritizing works.

Benefits

- ✓ Negotiable salary
- ✓ Insurance coverage according to applicable Law
- ✓ Meal allowance
- ✓ Performance Bonus...

RHB Securities Vietnam Company Limited

Visit us: www.rhbsecurities.vn

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