



## POSITION DESCRIPTION

JOB TITLE: Digital Marketing Coordinator

REPORTS TO: Managing Director, Hong Kong

SUPERVISE OTHERS: No

LOCATION: Hong Kong

DRAFTED BY: HR

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### PURPOSE OF THE POSITION

The Digital Marketing Coordinator will be responsible for executing marketing campaigns, analyzing digital performance data to support the management and partnership team, as well as executing long-term brand marketing strategy.

On a day-to-day basis, you will work across the editorial teams, design team, and partnership team. You will be comfortable with daily marketing activities on the websites and social media platforms.

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### **Main responsibilities include:**

- Implement an annual marketing plan laid out by the management team
- Executing of marketing programs from start to finish, leveraging internal support and driving collaboration
- Support management in maintaining analytics reporting across multiple platforms
- Support the team with web/social/email performance to design, test, and evolve lead nurturing tactics

- Support the Partnership Team to help plan and develop promotional material, including client newsletters and client outreach.
- Keep abreast of market trends, demand fluctuations and pricing strategies of competition.
- Ensure that SMG is correctly represented on social media, plan campaigns and monitor success, implement and monitor social media advertising campaigns and more
- Help to plan all aspects of SMG's events (online & office) including scheduling, finding venue, sorting out sponsors, plan online promotion, manage RSVPs and on-site management

#### **Education & Experience**

- Degree level education in marketing, communication, business administration or related field.
- 1-2 years proven working experience in digital marketing in a related field.
- Experience in executing marketing campaigns. Managing SEO, marketing database email, social media and display advertising would be an advantage but not essential.
- Hands-on experience in a broad range of marketing functions, including brand building, advertising, event management, and coordination with agencies.
- Media networking and media relations skills are a plus.
- Display in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
- Solid knowledge of website and marketing analytics tools.
- Ability to quickly understand the brands within Sassy Media Group. Being a current reader of Sassy or Sassy Mama is a plus.

**The applicant must be eligible to work in Hong Kong with a Hong Kong visa.** Please email [jobs@sassymediagroup.com](mailto:jobs@sassymediagroup.com) with your CV, cover letter and salary expectations.