

JOB DESCRIPTION DIGITAL MARKETING EXECUTIVE

DUTIES & RESPONSIBILITIES

- Responsible for the graphic design and development (including concept and layout) of all online and offline marketing communication and promotion materials, including company logos, product illustrations, print collateral, brochure, catalogue, poster, product merchandising development, digital marketing, web design, digital publications, outdoor advertising, advertorials, as well as display items for museum, trade show and exhibitions
- Illustrate concept by designing rough layout of art and copy regarding arrangement, size, type and style, and related aesthetic concepts
- Prepare work to be accomplished by gathering information and materials
- Develop and maintain knowledge of the business and products
- Create new and inspirational trends
- Participate in company marketing campaigns and museum exhibitions; events and activities
- Liaise with outside agencies, art services, printers, etc
- Contribute to team effort by accomplishing related results as needed
- Work closely with marketing team and management
- Develop and execute digital marketing strategies
- Craft creative marketing contents to increase the Company's engagement across digital and social media platforms
- Ensure that digital marketing efforts are in line with the Company's corporate image and branding guidelines
- Measure and report on performance of digital marketing campaigns
- Track, analyses and report on web traffic via web analytic tools
- Perform research and analysis relating to market trends, present findings and recommend suitable marketing initiatives
- Collaborate with internal team and vendors for marketing campaigns and online events.
- Other duties and responsibilities assigned by management.