

Digital Content Specialist

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Company: Qwiik

Location: Jakarta Metropolitan Area

Category: other-general

Qwiik is a dynamic and innovative tech company based in Jakarta, dedicated to creating cutting-edge solutions that transform shipping industries.

The Role

Job Descriptions :

1. Regional and Global Community Engagement:

Develop and execute digital marketing strategies to engage and nurture regional and global communities.

Foster relationships and maintain active communication with community members through various online platforms.

Monitor and respond to community feedback and inquiries in a timely and professional manner.

2.Brand Awareness:

Implement brand-building campaigns to enhance brand awareness and positioning.

Develop and execute marketing initiatives that promote our brand values and unique selling points.

Analyze and report on the impact of brand awareness efforts on brand reputation and market presence.

3. International Exposure:

Utilize your international exposure to bring a global perspective to our digital marketing efforts.

Stay updated on international digital marketing trends and adapt strategies to align with diverse market requirements.

Identify and leverage opportunities to expand our presence in foreign markets.

4. Content Creation for Website and LinkedIn:

Create compelling and relevant content, including blog posts, articles, infographics, videos, and more, for our website and LinkedIn profiles.

Collaborate with cross-functional teams to ensure content aligns with marketing and brand goals.

Optimize content for search engines (SEO) and engage with social media marketing strategies.

Ideal Profile

Desirable:

Bachelor's degree in Marketing, Digital Marketing, Communications, or a related field.

Minimum 3 years of proven experience in enhancing brand awareness, managing regional and/or global communities.

Strong communication, negotiation, and problem-solving skills.

Exposure to international markets and a strong understanding of diverse cultural and market dynamics will be a plus.

Exceptional content creation skills, particularly for websites and LinkedIn.

Proficiency in digital marketing tools and platforms.

Strong analytical and reporting skills.

Excellent communication and interpersonal skills.

Ability to work independently, collaborate within a team, and adapt to a fast-paced environment.

Certifications in digital marketing or related fields are a plus.

What's on Offer?

Fantastic work culture

Flexible working options

Opportunity to make a positive impact

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