

Digital Marketing Director

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Company: Talentvis

Location: Indonesia

Category: other-general

- Male/Female, Max 40 years old
- 5 years of working experience in digital marketing, preferably within FMCG industry
- Solid understanding of digital marketing principles
- Strong team management skills, communication skills, and project management skills with the ability to handle multiple priorities and meet deadlines
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams
- Proficient in using digital marketing tools and analytics platforms
- Strong analytical skills with the ability to interpret data and provide actionable insights
- Creative mindset with excellent copywriting and content creation abilities
- Develop and implement the overall digital marketing strategy, aligned with the company's goals and objectives, build the company's digital marketing roadmap
- Coordinate all digital marketing activities
- Collaborate with cross-functional teams
- Manage engaging content across digital channels
- Stay up-to-date with digital technology developments
- Stay up-to-date with industry trends, digital marketing best practices, and emerging technologies to drive innovation and competitive advantage
- Monitoring and analyzing all digital platform performance and giving recommendations to each BU or brand
- Utilize data analytics tools to track and analyze campaign performance, identify trends, and

market data-driven recommendations

- Optimize website content and user experience to enhance organic traffic, conversion rates, and customer retention
- Manage online advertising campaigns and measure the effectiveness
- Monitor the competition and provide ideas to stand out
- Develop specific campaigns to create and maintain high levels of customer interaction

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