

## Digital Marketing Manager

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Company: Sun Life

Location: South Jakarta

Category: other-general

### Job Description

#### **Job description (heading) / Description du poste (titre)**

Managing Sun Life Indonesia's digital assets to enhance brand awareness, consideration, and trust through content marketing and paid media.

#### **Preferred skills (heading) / Compétences particulières (titre )**

Managing corporate website and social media platforms

Content marketing, copywriting, content writing, SEO, creative direction

Paid media: Facebook & Instagram ads, SEM, programmatic, YouTube ads

Digital analytics

#### **Qualifications (heading) / Compétences (titre)**

Minimum Bachelor's Degree from well-known university

Proven experience of min. of 5 years in digital marketing with min. 2 years in managerial position

Great interpersonal skills with the ability to interact and communicate effectively with colleagues across different functions and departments

#### **Responsibilities (heading) / Responsabilités (titre)**

Developing and creating digital marketing plan & strategy for Sun Life Indonesia

Maintaining the performance of Sun Life Indonesia's digital assets from time to time (traffic, engagement, follower growth)

Implementing great capabilities in content marketing, SEO, and creative direction

Demonstrating outstanding skills in planning, running, and optimizing paid media

Having strong familiarity and experiences in running and utilizing digital tools for website and social media

Applying strategic thinking and effective actions to leverage digital marketing for brand and product campaigns

**Job Category:**

Marketing

**Posting End Date:**

30/05/2024

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