

## Indonesia: Digital Marketer

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Company: Nextstep International

Location: Jakarta

Category: other-general

**Location:** Jakarta, Indonesia

**Start Date:** Immediate

**Industry:** Tech

**Salary:** 6 Million IDR p/m

We are seeking a dynamic and creative Digital Marketer to join our client's growing team in Jakarta. This role offers the opportunity to make a significant impact in our digital presence and to contribute to the growth of our brand. The ideal candidate will have a passion for digital marketing, a knack for analytics, and the ability to develop and implement strategies that engage and grow our audience across multiple digital platforms.

### **Responsibilities:**

Develop and implement digital marketing strategies to increase brand awareness, engagement, and conversions across all digital channels, including SEO/SEM, email marketing, social media, and display advertising campaigns.

Analyze performance data to monitor ROI and effectiveness of digital marketing efforts, making data-driven decisions to optimize strategies.

Collaborate with cross-functional teams to create engaging content for our digital platforms that aligns with our brand identity and marketing goals.

Stay up-to-date with digital marketing trends and potential new channels and strategies, including updates in search engine algorithms, social media marketing,

content marketing, and email marketing.

Manage the creation and delivery of marketing materials and digital campaigns, ensuring compliance with brand guidelines and timelines.

### **Requirements:**

Proven experience in digital marketing, with a strong portfolio showcasing successful campaigns.

Proficient in marketing research and statistical analysis.

Excellent understanding of digital marketing concepts and best practices.

Skills in creative content writing and visual storytelling.

Familiarity with web analytics tools (e.g., Google Analytics) and ad serving tools (e.g., DART, Atlas).

Strong organizational and project management skills, with the ability to multitask and meet deadlines in a fast-paced environment.

Fluent in Bahasa Indonesia and proficient in English.

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