
JOB DESCRIPTION

Position	Digital Marketing Manager/Executive
Department	Sales and Marketing
Reporting To	Vice President, Marketing & Business Development
Subordinate(s)	--
Shift(s)	--

DUTIES & RESPONSIBILITIES

AI is poised to transform many industries in the world in the coming years. Sentient.io, with its AI & Data platform as well as its Solution Gallery of SaaS Solutions, wants to position itself as a key driver of business transformation.

We are at the start of an exciting growth journey. We are looking for team players in the Marketing Team. This Team is focused on user acquisition across the customer/user journey on our core AI & Data Platform and the new Solution Gallery, identifying the most important and meaningful opportunities for our signups to trial and use the Platform, and developing relevant microservices, content and solutions to bring them to life. We do this in partnership with our Product, Engineering and Science Teams.

Reporting to the

- VP of Marketing

Responsibilities

- Develop and implement integrated digital marketing strategies across digital channels, website, social media, mobile, email in the Asian region
 - Proficient in Web Analytics including Google, Facebook, paid search, search engine optimization (SEO), Search Engine Marketing (SEM) and Pay Per Click (PPC), AdWords, EDM marketing and similar.
 - Identify improvement opportunities in both SEO and SEM growth and efficiency, through performing A/B tests with the Product Owners and
-

detailing out needs for additional tools (3rd party or in-house where necessary)

- Measure, report and optimise the performance of all digital marketing campaigns to accelerate user acquisition and increase paid subscription for the AI & Data Platform.
- Prepare market analysis and gather market intelligence to improve user acquisition in various markets
- Optimise websites and work with the Product team to put in place the UX/UI best practices and the website is optimized for search.

Competencies and Qualifications

- Degree in Marketing, Digital Media & Communication or related qualifications.
- At least 3 years experience in digital marketing with a great commercial mindset and analytical skills
- Built and executed strategic digital campaigns that have delivered excellent business results in a technology user-focussed company
- Prior experience in an online marketplace or e-commerce is a plus
- Excellent written and verbal communication skills in English and Mandarin and good copywriting skills
- The data-driven mindset with an ability to interpret analytics and data to drive decisions and strategy
- Start-up mentality, eager to move quickly, act autonomously and work with a lean team
- Technical knowledge (eg Python language) to bridge the gap between the business side and Engineering/IT side is a plus