

Cargobase is looking to hire a Social Media & Digital Marketing Executive to help and support our digital strategies. In this opportunity, you'll work closely with the Global Digital Marketing Manager to build up Cargobase's global marketing efforts. The ideal candidate is someone who is keen to learn and not shy to be hands-on. You will be given the opportunity to share ideas, present them to the management and execute them upon approval.

### **Key Responsibilities:**

- Grow and expand company social media presence into new social media platforms, plus increase presence on existing platforms including Facebook, LinkedIn, Twitter, and Instagram
- Creation of written and visual content & artwork for web and social publishing, including but not limited to; photos, videos, blog posts, social posts and email newsletters
- Preparation of marketing collaterals and documents to support our social media marketing campaigns (brochure, EDM, presentation slides, fact sheets etc)
- Manage and execute full spectrum of marketing & communications achieving company goals and targets
- Conduct market research on competitors marketing campaign, brand positioning and awareness
- Develop marketing plans and strategies which is inline with the corporate identity to increase brand awareness and market share
- Drive digital marketing programs for the business with strong focus and understanding of product branding
- Carry out Search Engine Optimization (SEO) / Google Adwords / backlink marketing campaign
- Conceptualize and set up lead generation platform through different marketing channels
- Evaluate the effectiveness of marketing channels and activities
- Assist in other marketing activities

### **Job Requirement**

- Singaporean/PR Citizen
- Diploma / Degree in Marketing or related discipline
- At least 1 - 3 years of relevant working experience. Ideally in a B2B software or Startup environment with a proven track record of hands-on experience in marketing campaigns
- Ability to identifying target audiences and devising digital campaigns that engage, inform and motivate to a call to action
- Knowledgeable in Google Analytics, Google Adwords, FB Business Manager, LinkedIn Campaign Manager, etc

- Experience in wide variety of modern marketing platforms/tools, such as Adobe Suite, Hubspot and HTML, etc
- Strong attention to detail & excellent verbal and written communication skills
- Able to work in a fast-paced environment and handle pressure well
- Strong analytical skills and data-driven thinking
- Creative, innovative, independent and technologically driven

Interested applicants, please send CV to : [lynette@cargobase.com](mailto:lynette@cargobase.com)