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JOB DESCRIPTION

Role: Regional Marketing Executive
Reports to: Marketing Manager
Location: Singapore

The Role

We are looking for a driven and self-disciplined individual to support the execution of marketing activities for the region. This includes driving content and brand awareness across our digital and social media platforms, primarily LinkedIn and Facebook.

Responsibilities

- Support the team to develop the overall digital marketing and content strategy
- Manage and implement digital marketing activities across a broad range of digital marketing channels (e.g., SEO, SEM, Social Media, Email, Mobile, Display)
- Manage the creation of engaging digital content for publishing onto various digital platforms, including concept, production and sourcing of vendors
- Manage SEO/SEM/SMM campaigns; monitor and engage with users on all social media platforms – posting, scheduling, analysing, engaging
- Set up conversion, pixel, and event tracking on the website and various digital platforms
- Conduct research on market trends, brand's audiences and competitors, and end-to-end consumer journey to drive engagements and conversions
- Analyse digital marketing analytics reports and share insights to develop optimization plans
- Stay ahead of emerging digital tools and platforms, digital marketing trends, new technologies, and share insights with the rest of the team
- Initiate and execute innovative demand and lead generation plan
- Edit photos, videos and graphics across multiple social media platforms
- Play a key role in cultivating social media conversations and engagement

Technical Skills and Competencies

- Degree in Marketing, Communications or Business, or an equivalent working experience
- Fluency in English, and fluency in an additional Asian language ideal
- Social media savvy (LinkedIn, Facebook, Instagram); understanding of SEO and SEM
- Sound working knowledge of Adobe Photoshop, Illustrator, WordPress, HTML, Wordpress
- Knowledge of Google Analytics, Google Adwords, Facebook Ad Manager ideal
- Hands-on knowledge of CRM platforms (HubSpot, Mailchimp, Hootsuite, etc)
- Ability to multi-task and work within tight timelines

Useful links

- Website: www.biposervice.com
- Facebook: <https://www.facebook.com/biposvc>
- LinkedIn: <https://www.linkedin.com/company/bipo-svc/>

To apply for this role, please contact asean.hr@biposervice.com



About BIPO

At BIPO, our passion for technology and innovation empowers businesses across the globe with increased efficiency and convenience.

Our enterprise-ready **HR Management System (HRMS)** platform automates HR processes, simplifies workflows, and delivers actionable insights to build the best Employee Experience. Complemented by our **payroll outsourcing solutions** and **global PEO services**, we support businesses to manage today's global workforce.

We are better connected to support your payroll and people solutions needs through a global network of 27+ offices, four R&D centers, and business partners across 100+ countries.

Our products & services

- HR Management System (HRMS)
- Global Payroll and HR outsourcing
- Professional Employer Organisation (PEO)