

## **JOB DESCRIPTION**

**Role:** Digital Marketing Creative Executive (Graphic Designer)  
**Reports to:** Marketing Manager, Asia Pacific  
**Location:** Singapore

The role of the **Digital Marketing Creative Executive** is to create and deliver outstanding creative visuals for BIPO across the region – the drive brand awareness and visibility across our digital and social media platforms, primarily LinkedIn, Facebook and Instagram

You will collaborate with the Marketing team and other stakeholders to create a cohesive brand and visual identity from traditional marketing collaterals to website design and social media marketing.

### **Responsibilities**

- Brainstorm and develop creative concepts, campaigns, and themes.
- Maintains use of Corporate Brand Identity (CI) including logo, logo applications and all other brand collaterals.
- Design marketing collateral, social media communication materials, including assets for website
- Research competitor marketing collaterals and website/s.
- Ensure designs are aligned with brand positioning, marketing objective, digital strategy brand experience.
- Develop mood boards and mock-ups of design if necessary.
- Assist to update brand website, announcements, updating products and events, images, preparing content and description for new product, designing logos, graphic design works for both online and offline.
- Design web, SEO/SEM, marketing database, email, e-newsletter, social media and display advertising campaigns to increase traffic. Where required, assists with the execution of such content
- Work closely with the Marketing team and other departments to understand design brief and manage design quality work on time.
- Support the execution of webinars and other online and offline events
- Prepare and design PowerPoint presentations
- Provide input, updates brand guidelines ensuring consistency across all mediums.
- Edit photos, videos and graphics across multiple social media platforms
- Compile marketing analytics and statistics as needed

## **Technical Skills and Competencies**

- Diploma in Marketing, Communications or Business
- Excellent copywriting and communications skills
- Social media savvy (LinkedIn, Facebook, Instagram)
- Familiar with Adobe Photoshop, Illustrator, WordPress, HTML
- Knowledge of Google Analytics, Google Adwords, Facebook Ad Manager ideal
- Understanding of SEO and SEM
- 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](http://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\*\*](mailto: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 centres, and business partners across 100+ countries.

## **Our products & services**

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