**Digital Marketing Manager**

**Jakarta, Indonesia**

**$50,000 plus bonus and commission**

You will be responsible for building the digital marketing strategy, growth and monitoring results.  
  
**What we are:**

My client is an innovative and fast-growing player in online lending and investment management. In 2015 the Group launched its operations in the short-term consumer lending sector, when it started doing business in Eastern Europe.

They is growing rapidly - during the first half of 2016 the company expanded its online consumer lending business into Transcaucasia and South-East Asia. In 2017 launched a p2p investment platform and in 2018 continued to increase its presence in Europe and South Asia.

The management of the Group, possessing 20 years’ experience in international trade, banking, financial consultations and marketing. The goal is to become one of the leading providers of online financial services in the global market.  
  
**About you**

* 1-3 years of experience as Digital Marketing Manager
* Proficiency with Google Ads and good knowledge of Facebook ads
* Experience in online community management or social media marketing
* Highly Preferable experience in digital agency/ fintech/ digital banking/ Ecommerce
* Experience in managing multiple projects
* Experience working cross-functionally with internal teams
* Proven record of creativity and innovation in the social media space
* Deep understanding of local and regional culture, trends, social media channels, and personalities
* Flexible and independent, with the ability to excel in a fast-paced environment
* Strong verbal and written communication skills in English and Indonesian
* Process-oriented. Able to invent and simplify process

**The role**

* Prepare sales and marketing plan
* Manage Google analytics, Google AdWords (keyword and display) and Google play store
* Manage Facebook ads, follow up Appsflyer
* Develop and monitor campaign budgets for digital channels, manage social media platforms
* Prepare accurate reports on marketing campaign’s overall performance
* Coordinate advertising and media experts to improve marketing results
* Identify the latest trends and technologies affecting Fintech industry and implement CRM campaigns
* Evaluate important metrics that affect our website traffic, service quotas, target audience, and CPS
* Oversee and manage contests, giveaways, and other digital projects and innovative growth strategies