

Head of Digital Marketing, APAC

Vaše náplň práce

Define Create and Implement digital strategy for APAC region, in liaison with Head of Marketing, marketing manager/ markets GM in each market.

Understand market trends, competitive environment, technology, digital product evolution and ecosystem development. Understand the maturity level of social and digital technologies and act as the subject matter expert to provide advice and ideas across multiple activities within the defined regions.

Understand global digital strategy and roadmap, define and build APAC BA digital strategy and roadmap for 3-5 years, enable APAC BA quick response to the digital evolution and be able to use quick win solutions in the competition.

Lead and implement digital solutions/tools to be understood and implemented in markets, continuously improving the quality to obtain customer satisfaction with deep customer insights.

Build high impact and competent digital solution team in APAC BA, support to build markets digital competence with training, coaching, and assistance. Develop process of markets digital solution approval, define involved approval stakeholders, ensure APAC digital products development in efficient and integrated direction.

Support Market to study, build use cases, develop new digital tools according to the market situation and APAC strategy.

Váš profil

University degree in business, marketing, computer science with working experiences in digital medium e.g. agency or lead in B2B/B2C environment.

3-5 years with focus on digital social media, within and agency or multinational companies.

Affinity with the digital landscape and ecosystems within the defined markets and interest for new trends within this area.

Sense in project management. Open and clear communication, deliver passion and commitment to steer the team members.

Fluent English (in written and oral), other Asian language will be a plus.

International working experience benefit.



ID pracovní pozice
REF97633D

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