

Digital Marketing Officer

Wealth Management System Limited - Bangkok, Thailand.

Our WealthMagik team devises the analysis of user data, execution of online marketing plans and campaign, and creation of online contents which are expected to deliver a conversion to both financial and non-financial KPIs for our products. **Within the team, you will be working closely with managers and c-level executives, having an opportunity to lead a project of your own, and developing your learning curve in both financial knowledge and analytical skills with warm supports from our specialists.**

Key responsibilities:

- Analyze user and product data to develop business plans and marketing campaigns that best communicate with our target audiences.
- Identify Key Performance Index (KPI) and its risk factors for each campaign and activity.
- Track campaign/activity performance and spot the opportunity for improvement, as well as provide solutions to unfavorable outcome if any.
- Plan and schedule all media and contents for online campaigns/activity.
- Coordinate with several working bodies (i.e., graphic designers, developers, customer supporters) to achieve common goal and devise the best marketing solutions for the company's products.
- Present your research, analysis, and marketing solutions to advisory board.
- Report campaign performance and future actions monthly.

Qualification:

- Bachelor's degree in Business, Marketing, Economics, Finance, or related.
- Proficient in Microsoft PowerPoint and Excel.
- Having 1-2 years of experience is preferable but not necessary. New graduates are welcome.
- Ability to evaluate and identify business problems, as well as implement the solutions.
- Ability to coordinate and communicate with different team members to achieve the desirable outcome.
- Flexibility to adjust and revise plans when needed.
- ***MOST VALUABLE*** A strong desire and motivation to learn and develop digital marketing skill sets with an open mind.

Apply by sending your resume to achara.sing@wealthmagik.com. Please feel free to contact us at your comfortable time if you have any inquiries.

About the company

At Wealth Management System Limited, we aim to make investment a convenient solution for wealth management by developing financial software that support both institutional and retail investors. For more than 20 years, WMSL has been advising and developing investment system for financial institutions with more than 4 trillion baht of AUM under BONANZA software. We also developed a brand, WealthMagik, to service retail investors in both investment knowledge and tools. WMSL will continue promoting sustainable investment and improving Thailand's investment environment with our motto "Professional Best".

Get to know us more at <http://www.wealth.co.th>.