

WE'RE HIRING

AMK Microfinance Institution is one of Cambodia's leading microfinance institutions, with coverage all over the country. AMK employs over 3,500 staff serving almost 1,000,000 clients in nearly 13,000 villages across Cambodia, 91% of all villages. We are looking for a talented and committed individual to join our diversified team, and offering attractive career prospects across branches and departments of our business.

A job at AMK is more than just a paycheck - we support our employees in their development and growth and help them explore their unique strengths.

Job Title : Digital Marketing Manager (1 Post)
Report To : Head of Marketing & Communications
Location : Head Office
Closing Date : November 25, 2021

Job Responsibilities:

- ▶ Plan and execute all digital marketing channels, including social media, display advertising campaigns, SEO/SEM, marketing database, email, etc
- ▶ Build and maintain our social media presence with knowledge of Facebook Blueprints and Google Analytic
- ▶ Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- ▶ Identify trends and insights, and optimize spending and performance based on the insights
- ▶ Brainstorm new and creative growth strategies
- ▶ Plan, execute, and measure experiments and conversion tests
- ▶ Collaborate with internal teams to optimize user experience
- ▶ Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- ▶ Collaborate with agencies and other vendor partners
- ▶ Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Qualification and Experiences:

- ▶ Bachelor's degree in Marketing or relevant field.
- ▶ Extensive experience in a digital marketing or advertising position.
- ▶ In-depth knowledge of various social media platforms, best practices, and website analytics.
- ▶ Highly creative with excellent analytical abilities.
- ▶ Outstanding communication and interpersonal skills.
- ▶ Up-to-date on the latest trends and technologies in digital marketing.

Benefits

<ul style="list-style-type: none">▶ AMK provides a competitive salary package to the employees▶ Salary increment after pass probation▶ Salary increment rate every year▶ Khmer new year bonus▶ Pchum Ben bonus▶ Retirement bonus▶ Staff incentive▶ Staff pension fund▶ Staff retention bonus▶ 100% medical insurance for employee's spouse and children for local treatment	<ul style="list-style-type: none">▶ Staff accident insurance 24/7days▶ Staff loan for education purpose with only 2% interest rate per year▶ Staff housing loan with only 5% interest rate per year▶ Allowance for employee and spouse who given birth to the baby▶ Annual leave 18 days per year▶ Staff capacity development and opportunity to promote per job requirement▶ Staff seniority payment▶ Working condition in accordance to the Cambodian Labor Law▶ Staff overseas treatment
--	---

Interested candidates should apply by sending a CV and a cover letter to: AMK branch and sub-branch offices or Head Office, Building 285, Yothapol Khemarak Phoumin Blvd. (271), Sk. Tomnub Tuek, Kh.Boeng Keng Kang, Phnom Penh, Cambodia or E-mail: job@amkcambodia.com

Attachments:

- A copy of obtained certificates or confirm letter by the University
- A copy of national identification, family book, and certificate of birth
- For additional information, please contact at Tel: (023) 993 062 / (023) 224 763 or visiting website: www.amkcambodia.com
- AMK is an equal opportunity employment. Qualified women and persons with disabilities are encouraged to apply.