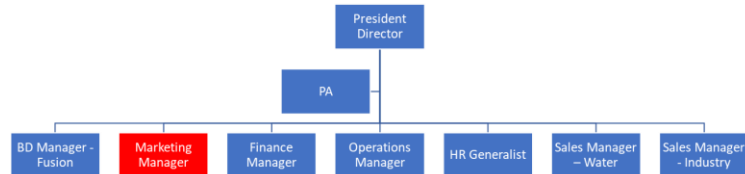


<b>Job Family:</b>	Marketing
<b>Job Cluster:</b>	Marketing
<b>Job Role:</b>	Marketing Manager
<b>Grade:</b>	
	Date : 26-11-2021

## Organization Chart :



## Purpose of Job:

- Business in all its aspects must be carried out by respecting the AVK Fusion Indonesia work ethic. You need to ensure that our partners respect the Code of Conduct principles.
- Responsible for all market information and carry out research for general market update including Group requested market information also have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution.

## Key Activities:

- Together with sales and management assist in developing marketing and strategy plans.
- Concepting, Designing, and distributing all the content which planned in media plan to all of Marketing channel.
- Managing CRM (as super user).
- Managing databases and lead management.
- Managing CMS (Content Management System) of AVK website (Concepting, maintain, edit, updated, etc).
- Managing Above-the-line (ATL) Activities like webinar, advertising, etc.
- Managing Below-the-Line (BTL) Activities like seminar, exhibition, workshop, etc.
- Supporting and Developing Distributors and Partners in term of Marketing side.
- Responsible on the ordering, monitoring supplier on delivery date, quality and quantity of marketing material (company magazine, technical brochures, data, booklets, etc.)
- Coordinate with sales department and Administration Officer to maintain and continuously improve customer database.
- Drive all communication tools successful and demonstrate the positive development via constantly monitoring.

## Critical knowledge and experience:

- Proven working experience in digital marketing.
- Able to use Design graphic tools like Photoshop, Coreldraw, and Indesign.
- Experience in managing CRM (preferably MS Dynamic 365).
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns.
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (Google Analytics, Adwords, Ahref, etc)
- Up-to-date with the latest trends and best practices in online marketing and measurement



# Job Profile\_Marketing Manager

**Collaboration Partner:** ● Sales, supply chain, dealer

**Preferred Education:** Master's degree

**Competencies and Behavior:**

- 1.1. Deciding and Initiating Action
- 2.1. Working with people
- 3.1. Relating and networking
- 3.2. Persuading and Influencing
- 3.3. Presenting and Communication Information
- 4.2. Applying expertise and technology
- 4.3. Analysing
- 5.1. Learning and Researching
- 5.2. Creating and innovating
- 5.3. Formulating strategies and concepts
- 8.2. Entrepreneurial and commercial thinking

**Skills:** English