

Australia Jobs Expertini®

Digital Marketing Coordinator | Mandarin Required

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Company: EBR

Location: Sydney

Category: other-general

Located in the heart of Sydney CBD, our client is an award winning Australian financial services firm providing online forex trading capabilities to retail, high-net worth and institutional clients globally. It is one of the fastest growing and reputable financial institute that strives to provide a client-friendly, interactive forex experience 24 hours a day, 5 days a week. The company offers an attractive salary package plus performance-based incentives in addition to a great working environment with friendly work culture.

We would like to see some of the following characteristics about you!

Knowledge of principles and processes for providing customer and personal services; this includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Strong Knowledge and familiarity with Social Media personal and corporate uses and experience in online marketing.

Knowledge of the structure and content of the English and Chinese language including the meaning and spelling of words, rules of composition, and grammar

As a successful candidate, you will be responsible for developing and implementing the following tasks!

Undertake and evaluate customer research, market conditions and competitor data

Support the marketing department by scheduling and organizing the creation of website content

Work with marketing team to coordinate day-to-day activities that lead to the completion of projects and tasks

Plan and administer marketing budget

Input in all corporate advertising, build and maintain good relationships with media and industry publication contacts

Works with writers and artists and oversees copywriting, design, layout, and production of promotional materials.

Specify social media plan within the Marketing plan.

Stays in touch with the latest development in the social media field and update internal teams as needed.

Social media monitoring and analysis.

Prepares marketing activity reports

Manage the WeChat accounts

Our agency guarantees that all applications made to our advertised positions are 100% confidential and all candidates are met with before submitting details to any of our client base. Applicant resumes will not be passed onto a 3rd party without your prior consent.

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