

Job Description

Job title: Marketing Executive
Reporting to: Marketing Manager
Location: Kelana Jaya, Selangor.

Founded in 2015, Carsome is Malaysia's first online automotive portal that connects car buyers and sellers to new and used car dealers respectively, providing them a platform to trade seamlessly. For car selling, Carsome empowers sellers to sell their cars in less than 24h with full transparency and no paperwork hassle, and ensures dealers a constant first-class supply of thoroughly inspected cars. For car buying, Carsome guarantees buyers the best offers in town by providing up to 5 upfront offers, and dealers a cost-effective channel to genuine leads.

Job Overview

The primary responsibility of Marketing Executive is to support the Marketing Manager in planning, implementing, analysing, developing and optimising Carsome overall digital marketing campaigns across the regions. This role will mainly focus on overall Carsome's ATL and BTL activities based on the business' property acquisition targets. The role will also be expected to provide actionable insights and recommendations on how to improve performance for each channel.

This will include generating daily, weekly and monthly reports, assisting in executing various online and offline advertising activities, involving in product development as well as partnerships/collaborations. The role will also be involved in implementing and optimising an ongoing testing & optimization campaigns in order to push volumes and improve quality of leads.

The core requirements for this role are a strong analytical mindset and approach, meticulous to details, a desire to learn and be involved in a fast growing digital start-up. Digital marketing experience would be an advantage.

Responsibilities

1) Execution of various online & offline advertising activities

A large part of this role will be focused on ideation and execution of various online and offline advertising activities in order to make Carsome a top-of-mind brand when it comes to car selling & buying, as well as to gather quality leads at the lowest cost possible. This will involve understanding users' behaviour and touch points, proposing out-of-the-box ideas / growth hacks, as well as executing the proposed ideas on selected media.

The role will also be responsible with liaising with the business development and customer service teams in order to co-ordinate these various activities and ensure that we maintain a continuous cycle in our key messaging and execution. A prioritised list of target audience will be developed and agreed with the Marketing Manager in order to ensure that volumes are being scaled appropriately to meet Carsome's ambitious acquisition targets.

2) Optimising existing campaigns

Beyond building new ideas, this role will also spend a large amount of time supporting the continuous testing and optimisation of all Carsome's lead generation campaigns.

This will involve drafting new text & display creatives and testing these in a consistent way, implementing learned best practices across regions. Landing pages will also be developed and tested for improved conversion rate. A clear optimisation schedule will be developed by the Marketing Manager in order to ensure that our volume building activities are delivering optimal profitability and that learnings are continually being applied to our accounts and across the team.

3) Reporting on performance

KPI reports will be generated on a daily, weekly, and monthly basis and reviewed with the Marketing Manager in order to assess opportunities/issues and deliver a clearly prioritised task list reflecting Carsome's business objectives. Actionable items shall be included in the weekly and monthly reports in order to improve the campaign performance from time to time.

The ideal candidate shall

- Have a strong & demonstrable understanding of data analysis
- Have an understanding of online marketing principles
- Have an understanding of the digital environment
- Be comfortable with online reporting tools and tracking methodology
- Have a strong can-do attitude
- Have a good commercial sense and be able to spot & exploit opportunities in a pro-active manner
- Want to gain experience of working in a multinational SEA internet business
- Have an advanced knowledge of Microsoft Excel
- Be ready to work in a fast-paced and highly ambitious company
- Be able to build rapport in cross-functional teams

Required skills / education

- Fluent written/spoken English
- Attention to details
- Strong analytical skill & approach

To apply, please send your CV (ref: Marketing Executive) to info@carsome.my.