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a wpp company

DIGITAL STRATEGIST

Role

Essence Communications, in exclusive affiliation with Burson-Marsteller is looking for an experienced Digital Communications professional to join its office in Malaysia to drive our digital offer, capabilities and revenue in the market.

The qualified candidate should possess strong knowledge, understanding and experience in online marketing and/or online PR, proven experience in advising client teams and clients on how to meet business goals using digital strategies and by integrating digital into the marketing mix, and a strong track record in developing new business.

The individual is likely to have at least seven years experience in this area, preferably with considerable experience of working in the Malaysian PR and media environment.

The position will be based in Petaling Jaya, Selangor, Malaysia.

Primary Responsibilities

- Develop and implement Essence's digital business strategy in Malaysia
- Profitably identify and/or lead digital new business efforts from new or existing clients
- Collaborate with local clients and account teams to develop digital, social media and integrated communications strategies and programmes for clients
- Develop and manage budgets, and manage the execution, measurement and reporting of digital and social media campaigns
- Product development, including the identification and management of local digital suppliers and partners
- Hire and train new digital team members and existing client team.
- Direct local agency staff in the use of digital research and engagement strategies and techniques

- Develop and implement employee training curriculum in digital media strategies and implementation for clients and agency staff
- Contribute to Burson-Marsteller agency global and regional digital marketing and PR activities, including speaking engagements, trade media articles etc
- Keep on top of digital and consumer trends, and assess new technologies to determine their appropriate fit for client needs.

Reporting

A. Supervision

Reports directly to the Group Managing Director.

B. Internal Communications and / or External Vendors

Works with agency staff across client service departments; external vendors; sister agencies across Y&R and WPP.

Requirements

- Entrepreneur, with track record in building business and teams
- Strong commercial experience, including financial management, planning & reporting
- Significant new business development experience, with ability to negotiate, sell and close business agreements
- Demonstrable passion, understanding and track record of developing online marketing and social media strategies, campaigns and programmes and measuring and analyzing their effectiveness
- Strong research and planning background, gathered at a PR, advertising or interactive agency.
- Team player, with excellent communications and interpersonal skills
- Good understanding of Public Relations; experience of working in a PR agency is useful though not essential
- Fluency in written and spoken English. Working knowledge Bahasa Malaysia and Mandarin will be of added advantage.

Interested candidates may send in their resume to hr@my-essence.com.

