



The International Committee of the Red Cross (ICRC) is an impartial, neutral and independent organization whose exclusively humanitarian mission is to protect the lives and dignity of victims of armed conflict and other situations of violence and to provide them with assistance. The ICRC also endeavors to prevent suffering by promoting and strengthening humanitarian law and universal humanitarian principles. Established in 1863, the ICRC is at the origin of the Geneva Conventions and the International Red Cross and Red Crescent Movement. Please visit www.icrc.org for more information.

Vacancy Notice

The ICRC Regional Delegation in Bangkok seeks to fill the following position:

Digital Marketing Officer based in Bangkok

The Regional Communication Center (RCC) of the ICRC in Bangkok provides digital communication support to the ICRC delegations, in particular throughout the Asia-Pacific region. To broaden the panel of its services, we are looking for a talented and dynamic Digital Marketing Officer.

The Digital Marketing Officer plays a prominent role in developing the ICRC's global and regional online strategy. He/she is in charge of promoting ICRC websites and digital content in English, setting up online publicity campaigns through the appropriate channels, analysing online platform statistics and supporting delegations for their online campaigns. The Digital Marketing Officer must also be familiar with search-engine optimization for websites and pages. Located in Bangkok Regional Communication Center, he/she collaborates closely with colleagues in Geneva Headquarters and the Digital Officers in other ICRC's delegations worldwide, acting as an emissary of the Digital Strategy for Engagement and Positioning and a digital/agile mind-set more systemically.

Your main responsibilities

Marketing deployment

- Help set up performance indicators and benchmarks for online platforms to determine if goals are being met.
- Give training in digital marketing to delegations, in particular in Asia-Pacific.
- Identify and integrate the best practice of promotion and online marketing adapted to regional target audience.
- Translate the digital strategy into tactics and action plan.

Campaigns and promotions

- Promote ICRC websites and campaigns through search-engine marketing channels, especially in the region.
- Manage promotion campaigns and take measures to increase qualified traffic.
- Advise the online communication colleagues on digital promotion on both social and search engine.

Reporting, monitoring and trends

- Analyse statistics from ICRC online platforms, draw up reports, and recommend ways to optimize the conversion rate.
- Help to improve the tools for analysing statistics and find ways to meet market standards and the organization's needs.
- Develop competitive intelligence knowledge.

Your education and experience

- Educated to degree level in a relevant discipline.
- Minimum of 4 years' experience in digital marketing.
- Minimum 4 years' field experience either in the ICRC or a similar organization would be an advantage.

Your technical skills

- Advanced skills in digital ads tools and platforms (AdWords, FB Business Manager, Sprinklr, Twitter Ads, MailChimp...).
- Advanced skills in social media and web analytics tools (Google Analytics, Hootsuite Insights, Simply Measured...).
- Strong skills on digital content tools (CMS, WordPress, Drupal...).
- Proficient in Microsoft Excel.

- Knowledge of automation and inbound marketing tools would be an advantage.

Your profile

- Strong skills in English, other Asian language skills are a plus.
- Creative, flexible, forward-looking, dynamic, empathetic, solution-oriented, and innovative.
- Lateral thinker capable of understanding and integrating multiple internal and external perspectives.
- Proficient and enthusiastic about social media, and a user of multiple platforms either professionally or personally.
- Able to support team members effectively and to create a conducive working environment.
- Diligence and ability to meet deadlines. Ability to work under pressure.
- Ability to use plain language when working with internal clients who have no technical knowledge of the subject.
- Ability to work in teams composed of people from different fields.

Starting date: March 2019

Qualified applicants are requested to submit their comprehensive CV and letter of motivation in English, as well as salary expectations, by email only to: ban_recruitment_services@icrc.org

Deadline for applications: 15 February 2019

(Only short-listed candidates will be contacted)