



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 persons affected by war or internal violence. Please visit www.icrc.org for more information. The ICRC Regional Delegation in Bangkok works with the authorities in order to improve the conditions in detention facilities.

Vacancy Notice

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 skilled 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 campaigns through the appropriate channels, analysing online platform statistics and supporting delegations. The Digital Marketing Officer must also be familiar with search-engine optimization (SEO). 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.

Your main responsibilities

Marketing deployment

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

Campaigns and promotions

- Promote ICRC websites and campaigns through search-engine marketing channels.
- Manage promotion campaigns and analytics to optimize results.
- 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 determined 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 (AdWords, FB Business Manager, Sprinklr, Twitter Ads...).
- 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, at ease with numbers.

Your profile

- Strong skills in English, other Asian language skills would be a plus.
- Creative, flexible, forward-looking, structured, empathetic, solution-oriented, and innovative.
- Lateral thinker capable of understanding and integrating multiple internal and external perspectives.
- Diligence and ability to meet deadlines. Ability to work under pressure.

Interested candidates are requested to submit their comprehensive CV, letter of motivation in English as well as diploma transcript(s) and salary expectations, link(s) to portfolio by email only to:

ban_recruitment_services@icrc.org (specify position name at your email title)

Attn: Human Resources

The closing date for the post will be: 30 November 2019

Kindly note that only short-listed candidates will be invited and tested for technical knowledge for the position at the time of our interview sessions.

Starting date for this position: As soon as possible