

Job description: Marketing Associate

APAQ Group is a highly skilled regional specialist company, focusing on air pollution control/environmental monitoring systems. We provide governments, industries and environmental companies with consulting and training services on air pollution impact assessment and control strategy, and undertake turn-key contracts on supply, operation and maintenance of air monitoring systems and instrumentation.

APAQ is headquartered in Singapore with a representative office in Jakarta and project partners spanning the ASEAN Region. We are expanding our office in Jakarta and we are looking to hire a Marketing Associate for our Indonesia branch to help implement our sales marketing activities.

For this role, you should understand the full marketing mix and be familiar with ways to analyse market research and customers' behaviour. You should also be able to create spreadsheets and analyse quantitative data to interpret ROI and KPI metrics. You should be good at writing, converting highly technical information into easily digestible content. Ultimately, you should help us achieve our business goals through building strong marketing campaigns.

Responsibilities

- Manage daily administrative tasks to ensure the Marketing department runs smoothly
- Build a healthy pipeline of content through market research
- Gather and analyse consumer behaviour data (e.g. web traffic and rankings)
- Create reports on marketing and sales metrics, like conversion rates
- Assist with organizing promotional events, including exhibitions, tradeshow, conferences and seminars
- Keep organized records of marketing metrics and results of past campaigns
- Maintain the LinkedIn corporate page

Requirements

- Proven work experience as a Marketing Associate, Marketing Assistant or similar role (1 - 3 years of experience)
- Basic knowledge about air quality monitoring
- Proficient in setting up campaigns on Google Ad words to attain best results
- Provide monthly updates on web analytics and ad words campaigns
- Strong communication and presentation skills
- Excellent written and verbal communication skills
- Knowledge of adobe photoshop is a bonus
- Willing to be placed in Jakarta, Indonesia
- Ability to work in a fast-paced environment and juggle multiple high-priority tasks at the same time
- Self-motivated and the ability to take initiative with minimal direction
- Bachelor's degree in communications, English, marketing, media or related field

Interested applicants, please send in your resume and cover letter to: info@apaq-group.com