



Digital Marketing Manager | Full-Time Position | Kelana Jaya, Selangor

Sedania As Salam Capital Sdn Bhd (SASC), a wholly-owned subsidiary of Sedania Innovator Berhad, is a technology provider that empowers financial institutions with Islamic fintech solutions.

At the core, is As-Sidq, a patented Shariah compliant digital commodity trading platform that facilitates secure, real-time and anytime brokerage of digital commodities for financial institutions' Tawarruq (commodity murabahah) requirements.

Completing our Islamic fintech ecosystem of solutions, is a collaborative suite of composite banking and finance capabilities that further enable and accelerate financial institutions' digital readiness.

The Position:

The ideal Digital Marketing Manager we are looking for is an innovator, a trendsetter, and a progressive thinker who can connect digital to branding and marketing, and drive growth opportunities online.

We are looking for a digital generalist who can plan and manage digital campaigns that promote our brands, product and services. Apart from promoting our products and services, the manager will also need to oversee the inhouse digital marketing services for our clients. Therefore, the candidate needs to be passionate about ensuring content is engaging, relevant, accessible, tailored around appropriate key messages and optimised for search engines, regardless for Sedania As Salam brand or for the clients. You will have a great handle on all things social media, be adept at designing and implementing engaging email marketing campaigns and skillfully execute and optimise social media campaigns. You'll have an important role to play in scaling up SASC's digital marketing efforts across all digital channels.

This position is expected to be hands-on and in-house daily.

Responsibility:

- Develop, implement, manage and report marketing campaigns across multiple digital channels that include social media, email and owned websites.
- Work closely with Performance Marketing team-member to track and optimize lead generation and ad campaigns. Some amount of liaison with the client is required.
- Produce, publish and optimize content for SASC websites (including a blog) and social media platforms such as Facebook, Twitter, Instagram, LinkedIn, etc
- Manage and update content on websites and landing pages. Experiment with A/B testing on said websites and landing pages. Increase marketing funnel conversions on websites.
- Track the website traffic flow and provide internal reports regularly
- Managing and optimizing Call-To-Action (CTA) on website, landing pages, and the lead generation forms.
- Produce, send and optimize email marketing campaigns for SASC's B2B and B2C clients.
- Work closely with Group Corporate Communications and PR to drive digital brand and PR awareness of the company.

Skills and Requirements:

- Passionate about digital marketing & having worked with a digital business for at least 5 years.
- Working experience managing social media platforms, executing digital marketing campaigns and SEO.

- A good grasp of Google Analytics, social media analytics, A/B Testing, and metrics such as CPL, CPC, CPA, CAC and other engagement metrics.
- Presentable and have good communication skills.
- Being curious, creative and relentless in pursuit of growth.
- Preference given to those who have experience in marketing automation tools (ActiveCampaign, HubSpot, etc), WordPress or growth stack tools.
- Language fluency in both English and Bahasa Malaysia is a requirement.
- Candidates from agency background are most welcome to apply.