



# PULSE ACTIVE

## MARKETING MANAGER

### RESPONSIBILITIES:

Responsible for marketing activities for all Pulse Active's events (projects). Planning and bringing marketing strategy to life to promote the projects and reach KPI within budget.

- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door;
- Deploy successful marketing campaigns and own their implementation from ideation to execution;
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, social media, lead generation campaigns, copywriting, performance analysis;
- Researches and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies;
- Build strategic relationships and partner with key industry players, journalist and vendors;
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely;
- Works within the department budget to develop cost-effective marketing plans for each event, projects, products or services;
- Approves and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects;
- Tracks all marketing and sales data and creates detailed written reports and verbal presentations to bring to senior executives;
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals. Adjusts marketing campaigns and strategies as needed in response to collected data and other feedback;
- Analyze consumer behavior and adjust advertising campaigns accordingly;
- Manage Marketing team member's tasks following the project timeline;
- Supporting other teams to gain more clients and lead generation efforts;

### REQUIREMENTS:

- Minimum 7 years working experience and 2 years at the same position. Demonstrable experience in marketing together with the potential and attitude required to learn;
- Up-to-date with the latest trends and best practices in online marketing and measurement, especially for the Event Industry;
- Bachelor or master degree in marketing, business administration;
- Experience with developing marketing campaigns, strategies, and plans;
- Excellent analytical, written, oral communication & presentation skills in ENG and VNE;
- Experience with online marketing, including social media, and content marketing;
- Strong team player and leadership skills;
- Understanding of public relations;
- Ability to quickly adapt to change;
- Proficient in MS Office;
- Willing to work overtime/during weekends for job result and quality.