

Job Description (JD) for Marketing Manager

Job Title: Marketing Manager

Location: [Myanmar Payment Union Public Company Limited]

Department: Marketing

Reports To: [Senior Manager/Marketing Director/COO/CEO]

Key Responsibilities:

Develop and execute comprehensive marketing strategies aligned with business objectives.

Manage the marketing team and oversee daily marketing operations.

Collaborate with product, sales, and creative teams to create and launch marketing campaigns (digital, print, events, etc.).

Plan, implement, and manage social media, email marketing, content marketing, and paid advertising campaigns.

Conduct market research to understand customer needs, market trends, and competitive positioning.

Analyze and report on the effectiveness of marketing campaigns using metrics and KPIs.

Develop and manage marketing budgets, ensuring efficient allocation of resources.

Lead brand development efforts, ensuring consistency across all communication channels.

Coordinate events, webinars, and other promotional activities.

Maintain relationships with external agencies and vendors.

Stay up-to-date with the latest marketing trends, tools, and techniques.

Qualifications:

- Bachelor's degree in Diploma in Marketing, BBA, MBA or a related field.
- 5+ years of experience in marketing, with at least 2 years in a managerial role.
- Strong understanding of digital marketing strategies and tools (SEO, SEM, content marketing, social media).
- Proven ability to manage and lead a team.
- Excellent communication, presentation, and interpersonal skills.
- Strong analytical skills and experience with marketing analytics tools (Google Analytics, CRM systems, etc.).
- Creative thinking with attention to detail and problem-solving ability.

Benefits:

- Bonus
- Meal & Transportation
- Overtime Payment
- Reward for over performance
- Organizational Trip & Refreshment
- Provident Fund

If you are interested in this position, please contact us at this email

(mpuadmin@mpu.com.mm)

before 31st May 2025.