

## JOB DESCRIPTION

Designation	Digital Marketing & E-Commerce Associate (TP Career Kickstarter)
School/Department	School of Business / Digital Business Transformation Centre
Number of Positions	2
Duration	6 months

Key Responsibilities
<ul style="list-style-type: none"> <li>• Assist in formulating and executing social media marketing campaigns and strategies on platforms such as Instagram, TikTok, LinkedIn, and Facebook for various SMEs in sectors like F&amp;B, Retail, Apparel, and Consultancy.</li> <li>• Support the management of E-Commerce sales channels.</li> <li>• Create engaging content for digital platforms and physical marketing materials.</li> <li>• Plan, market, and execute social media live sales.</li> <li>• Assist in the marketing and execution of hybrid and physical events.</li> </ul>

Prerequisites
<ul style="list-style-type: none"> <li>• Domain knowledge in digital marketing, e-commerce platforms, content creation, and event coordination will be an added advantage.</li> <li>• A deep interest in learning and using social marketing tools such as Facebook, Instagram, LinkedIn and TikTok for Business.</li> <li>• An avid online shopper who is familiar with e-commerce and its promotion mechanisms.</li> <li>• Basic graphic design experience.</li> <li>• Strong verbal and written communication skills.</li> <li>• Creative and resourceful, with attention to detail.</li> <li>• Able to manage multiple priorities and work independently.</li> </ul>