

Position title: Regional Marketing Manager	Product: Tembo Pay
Location: Singapore	Market: Southeast Asia

Job Description

Cadena is looking for an experienced and talented Marketing Manager to drive sales of our Tembo Pay payroll cloud product in Southeast Asia from our head office in Singapore. In this role, you will leverage Cadena's unique service and product offerings and position Cadena as the vendor of choice within our target markets.

Day-to-day you will:

- Identify emerging markets and market shifts while being fully aware of new products and competition status.
- Overseeing SEO (keywords, backlinks, content marketing, online web tools on company website/ help page).
- Set up and maintain up a referral marketing system.
- Establish a partner network and partner program (accounting firms, banks, HR recruitment & consultancy firms, insurance companies, third party web applications, LinkedIn influencers startup communities..).
- Set up and execute email marketing campaigns after market segment analysis.
- Set up and maintain social media marketing (Facebook page, company channels, video content).
- Present sales, revenue and realistic forecasts to the management team.
- Nurture government relations (digital initiatives, product certification).
- Evaluate digital KPI's (based on a.o. Google Analytics, Google Adwords...)

Your Profile

You have at least 4 years of online marketing management experience for web applications and have a Bachelor's Degree in marketing, management information systems or a related field.

- Proven track record of capturing and growing customer and market share.
- Extensive sales experience with business applications and/or IT solution.
- Willingness to travel up to 25%.
- Self-motivated with strong organizational, planning and problem-solving skills.
- Ability to handle multiple tasks concurrently and meet deadlines, despite conflicting demands.
- Excellent communication skills, both verbal and written, and can clearly articulate complex messages and requirements.

We offer

- An inspiring International work environment!
- Competitive salary packages.
- Annual salary reviews and adjustments.
- A knowledge sharing atmosphere and teams full of enthusiastic professionals.
- Training and education.
- Career development opportunities.
- Company activities and parties.

Cadena International Pte. Ltd.

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