

JOB DESCRIPTION

Position Title	:	Digital Marketing Specialist
Department	:	Marketing
Report to	:	Marketing Supervisor
Reportee (if any)	:	N/A
Location	:	University of Puthisastra, Phnom Penh

I. Position Summary:

We are looking for a creative, versatile, and independent Digital Marketing Specialist who is passionate about the education field and thrives in a dynamic team environment.

The Digital Marketing Specialist is responsible for developing, executing, and managing UP's multi-channel digital marketing strategy to elevate brand awareness and drive student recruitment. This role focuses on strategic content planning, day-to-day social media management, and the execution of data-driven paid advertising campaigns. Combining data analysis with project management, this position ensures a cohesive online brand voice, optimizes advertising budgets for maximum ROI, and coordinates cross-functional creative projects to meet institutional communication goals.

II. Duties and Responsibilities:

The overall job description below outlines the main areas of responsibilities of the Employee:

- **Social Media & Platform Management:** Oversee day-to-day operations of official institutional channels, maintain the digital content calendar, and implement growth strategies to expand reach.
- **Hands-on Content Creation:** Design standard marketing posters, social media graphics, and promotional layouts, while also conceptualizing, shooting, and editing short-form video content (such as Reels or event clips) to keep platforms active and engaging.
- **Paid Advertising & Campaign Optimization:** Plan, set up, and manage paid ad campaigns (e.g., Facebook, Google) for student recruitment and brand awareness while tracking budgets and performance metrics for optimal ROI.
- **Community Management & Brand Voice:** Ensure a consistent brand voice across platforms, monitor public sentiment, and coordinate timely responses to public inquiries and comments.
- **Performance Analytics & Reporting:** Track, analyze, and report on social media growth, website traffic, and ad campaign performance, using data insights to refine future marketing strategies.
- **Project Management & Coordination:** Lead digital marketing projects from concept to completion, collaborating with content creators to ensure all promotional assets align with strategic goals.
- Execute other relevant tasks assigned by the Line Manager to support the team

III. Minimum Qualifications and Requirements:

1. Experience:

- 2–3+ years of proven experience managing social media platforms and running paid ad campaigns, preferably within the education or service sector

2. Education:

- Bachelor's degree in Digital Marketing, Business Administration, Technology, Communications, or a related field

3. Skills/Competencies:

- Proficiency in Facebook Ads Manager and Google Ads (budgeting, targeting, and A/B testing).

- Strong familiarity with Google Analytics (or similar tracking tools) to analyze traffic and campaign ROI.
- Hands-on proficiency with digital design tools like Canva, Adobe Photoshop, or Illustrator for creating standard marketing posters and graphics.
- Basic video editing skills using mobile or desktop apps (e.g., CapCut, Premiere Pro) for short-form video creation (Reels/TikToks).
- Soft Skills: Analytical mindset, data-driven decision-making, excellent multitasking abilities, and strong written communication skills for copywriting and community management

Portfolio: A collection of design or video samples is highly recommended

Opportunities:

- Gain hands-on experience and expand your skills across multiple creative and digital marketing disciplines.
- Enjoy the creative freedom to bring your own ideas to life in a supportive environment, collaborating closely with a marketing team and management dedicated to helping you succeed.
- Access scholarship opportunities for yourself and your family members, both within the university and through external programs.
- Receive annual salary increments based on performance evaluations, alongside seniority pay in accordance with Cambodia Labor Law.
- Benefit from 18 days of annual leave based on Cambodia Labor Law and 10 days of paid sick leave.
- Stay protected with full National Social Security Fund (NSSF) coverage and additional health and accident insurance