

Business Development Associate

Job Description

- Identify, pre-qualify and determine which enterprise has the best opportunity to partner with.
- Manage stakeholders of different levels and functions in the prospect's organization.
- Develop and close new enterprise partnership opportunities.
- Collaborate with senior management on planning and forecasting any business strategy to penetrate the enterprise market.
- Work closely with other divisions and stakeholders to deliver the needs of the partner.
- Work closely with Marketing to generate inbound leads.
- Execute any strategic partnership with any enterprise to promote end-to-end solutions.
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Minimum Qualifications

- Bachelor's Degree from Management, Business, Banking, Accounting and any related fields.
- 0-1 years working experience in business development.
- Good interpersonal skills and self driven.
- Have a strong connection on top level management will be a plus
- Priority experience from Consulting Group / Corporate Banking
- Have a strong partnership sense.
- Strong analytical skill and strategic mindset.
- Willing to work at Sunter Agung, Jakarta Utara
- Profound experience of working in diverse business niches such as IT, Marketing, HR etc.
- Good practical experience with a wide selection of business management software (including CRM and ERP), databases and MS Office
- Strong communication and interpersonal skills
- Analytical mind with excellent data collection and analysis skills and creative approach to problem-solving
- BSc or BA degree in business administration or other relevant area; MSc or MA degree in a specialized business field will be bonus, as well as the Management Consultant certification

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Business Development Associate

GetCraft A Premium Creative Network. The best place to connect with creative professionals and businesses looking for projects or work. We are looking for a Business Development Manager that fascinated by the evolution of media, content marketing and brand communication.

In this role, you will get to work closely with some of the country's largest brands, agencies, digital companies, media and content creators, and actively help shape the future of marketing in South East Asia.

Job Responsibilities

- Support your superior and team for building proposals.
- Meet with revenue targets.
- Maintain all activities in CRM.

Requirements

- Min. 1 year works of experience in fields of Startup/Tech/Agency/Media. Fresh grad are welcome that has internship experience in those fields.
- Understanding of influencer and digital marketing is preferable.
- Ability to work as a team.
- Have a consultative sales approach.
- Outstanding written and verbal communication skills.
- Good presentation skills.
- Strong analytical and problem-solving skills.
- Ability to handle multiple priorities, work under stress and fast pace.
- Driven and motivated.
- Able to use Google Sheet, Word & Slides.

Benefits

- Competitive Salary
- Employee Equity
- Organizational Transparency
- Strong Employee Development Plans
- Flexible Work Arrangement

If you're interested in this role, please drop your CV at gugi@getcrafter.com

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Senior Digital Marketing

About The Job

- Manage and execute marketing campaigns
- Create, manage, analyze, and improve all activity on CPC campaigns (CTR, Conversion Rate, CAC, Impressions)
- Maintain and improve our blog to optimize organic traffic and conversion rate
- Optimize content for the website and social networking channel such as Facebook, Instagram, LinkedIn, etc
- Track the website traffic flow and provide internal reports regularly.
- Maintain App Search Optimization on Play Store from app description, Screenshot, Logo, Adwords App Campaign, Pre-registration, On-boarding
- Research on competitors and their market positioning
- Analyze data from variety of sources such as Google Analytics, Play Console, Search Console
- Survey the existing users to get the feedbacks and responses about the products
- Support other division from marketing viewpoint
- Attend networking events and meetups to increase the awareness of the brand
- Identify new digital marketing trends and ensure the strategy development fit inside the business scope
- Monitor and manage SEO of the website like keyword research, content development
- A/B testing the CTA's button and improve the acquisition
- Measuring and reporting the performance of all digital marketing activity
- Create, monitor and maintain newsletter and drip campaign to increase conversion along our acquisition and activation funnel

Minimum Qualifications

- Candidate must possess at least Bachelor's Degree in Business Studies/Administration/Management, Marketing, Advertising/Media or equivalent
- At least 2-3 year(s) working experience in the related field is required
- Experience working with social media tools, analytics and digital marketing tools
- Solid understanding of SEO concepts preferred
- Have a good writing and verbal communication skills, strong leadership skill and goal-oriented
- Previous experience in similar digital marketing role
- Strong understanding of digital and startup marketing concepts, strategy and best practice
- Technically savvy with digital marketing tools

- High curiosity and willingness to explore and experiment with new marketing channels and tools
- Willing to work in Sunter, North Jakarta

Desired Skills and Experience

Sales and Marketing Knowledge, Digital Marketing, Marketing Communications, Search Engine Optimization (SEO), Social Media Management, Market Research, Content Marketing

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TURNITIN

Marketing Coordinator

Key Responsibilities

- With guidance from the Senior Marketing Manager, APAC, and Sales Manager, Indonesia and Philippines, develop and deliver a go-to-market strategy and plan for Indonesia and the Philippines to support prospect and customer engagement and market growth.
- As the local marketing specialist, you are responsible for the day-to-day implementation and execution of the go-to-market strategy and demand generation programs across a range of channels to support new business and recurring revenue in the higher education and secondary education market segments.
- Work with local teams, customer advocates, internal and external subject matter experts on marketing projects, activities, events and campaigns, to enable sales and partnership opportunities.
- Develop effective marketing campaigns across digital and traditional channels that are relevant to target personas and address their pain points/challenges.
- Apply a hands-on, creative approach to event planning and execution.
- Coordinate the production and distribution of marketing content and materials.
- Translate and/or localise marketing content and materials where necessary.
- Work with the Digital Campaigns Coordinator, APAC, to maintain updates to the regional and local language website content with resources, promotions and events.
- Work with PR agency to implement and manage the local communications program.
- Create, manage and develop social media content and presence.
- Create concrete action plans, activity calendars and project plans to ensure all projects and campaigns are implemented on time and on budget.
- Maintain brand guidelines in all marketing material, projects and campaigns.
- Measure and report performance of all marketing campaigns and activities, and assess against market goals (ROI, targets and OKRs).
- Keep up-to-date with market trends and competitor landscape and share learnings with the regional marketing team regularly.
- Ensure compliance with local SPAM laws and other relevant laws.
- Liaise with internal and external suppliers to ascertain quotes, provide briefs and process invoices.
- May need to work outside of regular office hours on an ad hoc basis e.g. to manage events, etc.

Qualifications

Essential Skills

- Minimum of 2 years' experience in B2B marketing communications in a technology company
- Recent experience within a similar industry initiating and supporting digital and traditional marketing lead gen and customer engagement activities.
- Excellent Bahasa Indonesian writing and communication skills with the ability to translate English content to Bahasa Indonesian e.g. in newsletters, social media, etc.
- Excellent English writing and communication skills.
- Bachelor's degree in marketing, communications or public relations or proven equivalent experience.
- Strong organisational and communication skills.
- Experience with marketing automation software (ideally Pardot), CRM (ideally Salesforce.com) and CMS
- The ability to work autonomously as well as part of a team
- Excellent copywriting and copy-editing ability with high attention to detail.
- Ability to handle multiple projects simultaneously within tight deadlines.

Desirable Skills

- Experience and knowledge of the education technology sector
- Experience with the Adobe Creative Suite
- Working knowledge of Google Analytics

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QOALA

Associate Partnership Manager

Job Description

- Conducting analysis to support business initiatives such as data-crunching, market projection, competitor analysis, etc
- Comfortable in delivering business decks & presenting insights
- Support in project management and launching of end-to-end campaigns
- Managing certain coordination & communication with external partners
- Take part in creating analysis and reports to monitor campaigns & drive growth
- Liaise with different departments including Design, Finance, Customer Operations, Finance, and Product

Requirements

- minimum 1 year experience
- has strong structured thinking
- proficient in English and Bahasa
- has good analytical thinking
- self-motivated with can-do attitude
- eager to learn and tackle new challenges

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GRAB

Ad Operations Associate

The day-to-day activities

- Deliver a consistently high quality service level to GrabAds clients and internal account teams, adapted to market norms across SEA.
- Successfully deliver digital ad campaigns throughout the Grab ecosystem, measured by digital advertising and Business ROI metrics. This includes the utilization of unique-to-Grab platforms vs off the shelf ad tech platforms.
- Be expert around Ad Tech technical capabilities, needs, and troubleshooting.
- Collaborate with Sales teams to define customer best practices around campaign goal setting, execution, and optimization. Includes development of internal / external collateral and training.
- Ensure a smooth collaboration with Finance that includes on time and accurate month end financial closes on a manual and automated basis.
- Produce product requirements across the Product and Analytics orgs that enable current internal and future external users to achieve and understanding optimal campaign results
- Utilize data collection and cleansing methods (spreadsheet or more automated) to self analyze business, customer, and campaign results. Includes internal and external ad tech tools, salesforce.com, and other business tools.
- Communicate with clients and agency partners directly to troubleshoot any issue that may arise

The must haves:

- 2+ years of Digital Advertising Campaign Operations experience
- Working knowledge of ad servers, advertising analytics platforms, ad verification tools, and DMPs
- Bachelor degree
- Excellent communication & presentation skills with the ability to transmit across various levels of stakeholder
- Analytical with a strong bias for data-based decisions, including ability to gather and synthesize data from multiple sources
- Experience in project management from both strategic and operational perspectives
- Strong organizational skills with the ability to manage multiple concurrent projects
- Advanced level of proficiency in Microsoft Excel / Google Sheets and PowerPoint / Google Slides

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Graduate Management Associate Program



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If you are a smart & passionate fresh graduate with vast organization experience from a respectable university, join us in **#MakingADifference** to society.

What we look for:

- Min. Bachelor Degree from reputable university
- GPA min. 3.25
- Fluent in English (TOEFL iBT min.72 / IELTS min. 6.0)
- Max. 27 years old and/or max 2 years of working experience
- Good communication & presentation skill
- Strong analytical skill

Apply to:



<https://cutt.ly/7p6HdQv>

Or send your CV to:
recruitment@permatabank.co.id
with subject: GMAP 9 - #Name

Send your CV to recruitment@permatabank.co.id
Subject: GMAP 9 - #Name

PAPER.ID

Product Associate

Job Description

- Gain a deep understanding of customer experience, identify and fill product gaps and generate new ideas that grow market share, improve customer experience and drive growth
- Collaborates with Marketing Team to ensure opportunities are effectively covered and advanced
- Collaborates with the Tech Team, Sales & Marketing Team in product development lifecycle
- Creating detailed product requirement specifications for handover to the Tech Team
- Self-organize under scrum methodology to collaborate and deliver features to customers
- Monitor, plan, analyse, evaluate features and products

Minimum Qualifications

- Bachelor's Degree from Computer Science/Information Technology, Engineering, Business Studies Management, Accounting, Economics or equivalent
- Min. 1-year working experience in product
- Fresh graduate with internship/business case competition/hackathon/software development competition/freelance and any related experience is welcomed
- Good interpersonal skills and self drive
- Able to work individual and group
- Have a good skill of time management and organizational abilities
- Previous experience in a high-paced start-up environment with exposure to software development, mobile application technologies and/or digital marketing is a plus
- Have a sharp product sense and unlimited ideas about how to improve Paper.id product.
- Have a high curiosity, initiative, and strong willingness to learn and grow
- High attention to detail, analytical thinking, having knowledge in presentation, product development life cycle and agile development
- Able to work under pressure
- Experience in Market Research/Presales/Customer Experience is a plus
- Good Communication in English
- Willing to work at Sunter, Jakarta Utara

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