



Digital Marketing Manager – KingStar Asia

Location: Taipei, Taiwan

Reports to: Vice President, APAC

Company:

Uniquely, IntervalZero's market-leading RTX64 real-time software transforms Windows into a real-time operating system, enabling economic and performance breakthroughs for machine control in the global Industrial Automation, Digital Audio/Video, Medical and Military and Aerospace markets.

Headquartered along the famous technology corridor in Boston, Massachusetts, USA, IntervalZero is relentlessly focused on its customers and we share their pursuit of excellence. The company believes that continuous investment in both our real-time software technology and in strengthening customer relationships is essential for long-term success. That same level of investment and commitment extends to the IntervalZero and KINGSTAR teams, the company's most important asset.

IntervalZero's KINGSTAR portfolio is a complete "plug-and-play" PC-based platform for industrial motion control, machine vision and programmable logic controllers (PLC). The KINGSTAR software replaces expensive proprietary hardware with open software applications that simply run on lower cost Industrial strength Windows' PCs. Revenues for this new KINGSTAR Platform which targets industrial automation applications has grown by nearly 100% per year for the last 4 years and is on track to make it 5 years. The KINGSTAR Team in Asia needs a marketing leader in its Taiwan office to drive more awareness and higher quality lead generation.

Digital Marketing Manager Job Description

At IntervalZero's KINGSTAR division, product marketing is responsible for developing the promotional programs and plans that get our exciting new KINGSTAR product "off the shelf" and into the customers' hands." The Digital Marketing Manager role is an international regional support function focused on complementing the corporate product marketing efforts. This Digital Marketing Manager- APAC will develop, implement, track and optimize our digital marketing campaigns across all relevant digital channels in Asia, but especially in China. Additionally, this role will perform some traditional product marketing functions in APAC such as selecting and participating in regional tradeshows and organizing seminars with partners. Much of the core messaging materials will be provided by Corporate Product Marketing in the USA but this role will identify and develop culturally appropriate messaging and campaigns from that material.

Digital Marketing Manager Responsibilities

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns on WeCHAT and Baidu.
- Design, build and maintain our social media presence in China and Taiwan
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners

Digital Marketing Manager Requirements

- BS/MS degree in marketing or a related field; MBA Preferred
- Proven working experience in digital marketing using WeCHAT or Baidu
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website analytics tools (e.g., Google Analytics)
- Experience in setting up and optimizing Adwords and information campaigns
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement