

MILVIK (CAMBODIA) MICRO INSURANCE Plc., operating under the brand “**BIMA**”, is a part of Milvik AB and is an international micro insurance company headquartered in **Stockholm, Sweden**.

BIMA uses disruptive mobile technology to bring insurance and health services to consumers at the bottom of the pyramid, on a scale never before possible. In just six years, BIMA has established itself as one of the fastest-growing and most innovative companies working in emerging markets. We already have thriving operations in 14 markets across **Africa, Asia and Latin America**. **BIMA** has been operating in Cambodia since 2014 in partnership with Smart Axiata Co., Ltd.

BIMA is currently looking for a qualified candidate to fill the position below:

JOB TITLE	MARKETING MANAGER	JOB LOCATION	Phnom Penh
REPORTING TO	Country Manager	# OF HIRING	01

To continue our rapid growth and expansion in Cambodia, we are running full online and offline advertising campaigns involving everything from TVC over Facebook to various Out of House activities. To achieve this, we are seeking a dynamic and motivated experienced professional with a proven track record of developing overall marketing strategy and delivering creative and effective marketing campaigns, with a special focus on social media.

KEY RESPONSIBILITIES

- Develop both online and offline marketing strategies in line with BIMA Cambodia’s objectives
- Manage a team of designers as well as agencies to plan and create marketing collateral
- Manage partnerships with multiple Agencies and/or media buyers
- Collaborate with sales teams to create marketing initiatives to maximize conversions
- Create digital media strategy & drive digital marketing campaigns (primarily for Facebook)
- Continuously monitor, and create reports on, efficiency of ongoing efforts
- Be a flexible hard worker with a strong can-do attitude

REQUIRED QUALIFICATIONS

- Experienced professional with specific expertise in digital marketing
- Familiar with Facebook ads manager and a proven track record of implementing social media campaigns
- Proven ability to create concise messages in Khmer that explain complicated issues in a short and easy to understand way
- Experienced in conceptualizing and driving end-to-end projects in consumer-facing industries
- Ability to use web analytics tools, such as Google Analytics, Omniture and/or ClickTale is a bonus
- Enthusiastic, proactive and excellent in communication and interpersonal skills
- A creative and out-of-the-box thinker, capable of creating new ideas from scratch and refining existing ones

BIMA offers competitive salary and benefits such as working insurance cover, career and personal development opportunities, Staff/Spouse Delivery Benefits, Khmer New Year and Pchum Ben bonuses, financial support for marriage, BIMA health benefits, Five-Day Work Week, public holiday according to labor law, annual salary increments etc.

Only short-listed candidates are invited for an interview!

Interested candidates may send your cover letter and CV to recruitment@kh.milvik.com or visit us at the following address: #68E1, 1st Floor, The iCON Professional Building, 216 Norodom Blvd., Sangkat Tonle Bassac, Khan Chamkarmorn, Phnom Penh, Cambodia. Tel: (855) 23 726 721, Website: www.bima.com.kh.