

Media Department

Job Title: Media Manager

Company: Xonline

Location: Phnom Penh, Cambodia

Job Type: Office-based

About Us:

Xonline is a dynamic and growing media company headquartered in Phnom Penh, specializing in acquiring, managing, and monetizing online traffic. Our work encompasses SEO, SEM, social media, content marketing, and paid advertising. By analyzing user data, optimizing conversion rates, and maintaining strong client relationships, we utilize a variety of monetization strategies to turn traffic into revenue. Our innovative approach and commitment to excellence have driven our success in the competitive media landscape. We pride ourselves on being at the forefront of digital media trends and are committed to fostering a vibrant, inclusive, and forward-thinking work environment.

Job Overview:

As the Media Manager at Xonline, you will be responsible for overseeing and managing media strategies across various platforms. Your duties will include planning, executing, and optimizing media campaigns to ensure alignment with company objectives and drive our growth. You will lead a team of media specialists, work closely with other departments, and ensure that all media activities are executed efficiently and effectively. You will also play a key role in shaping our media presence, experimenting with new formats and platforms to engage our audience more effectively.

Key Responsibilities:

- Develop, implement, and manage media strategies across multiple platforms, including social media, search engines, and other digital channels.
- Oversee the planning, execution, and optimization of media campaigns to achieve desired outcomes, ensuring they are aligned with the company's goals and brand message.
- Monitor and analyze campaign performance, providing actionable insights and recommendations for improvement based on key performance indicators (KPIs) such as engagement, reach, conversion rates, and ROI.
- Collaborate with content, marketing, and analytics teams to ensure consistency and effectiveness in media efforts, fostering a unified approach to company-wide initiatives.
- Manage relationships with external partners, including agencies, influencers, and media platforms, to maximize campaign effectiveness and negotiate favorable terms.
- Lead, mentor, and develop a team of media specialists, fostering a culture of continuous learning, innovation, and excellence.

- Stay informed about industry trends, emerging platforms, and best practices to keep our media strategies innovative and competitive. Test and integrate new tools and technologies to enhance campaign performance.
- Manage the media budget, ensuring cost-effective spending, forecasting media costs, and achieving optimal return on investment (ROI) through strategic planning and monitoring.
- Prepare and present detailed reports on media activities, campaign performance, and market trends to senior management, providing strategic recommendations to inform future media planning.

Additional Responsibilities:

- Coordinate with the sales and product development teams to ensure media strategies align with product launches and promotional activities.
- Identify opportunities for cross-promotion with partners and internal projects, enhancing brand visibility and customer engagement.
- Develop crisis communication plans to manage any negative media exposure and protect the company's reputation.
- Organize regular training sessions and workshops for the media team to keep them updated on the latest industry trends and tools.

Qualifications:

- Bachelor's degree in Marketing, Communications, Media, or a related field.
- Extensive experience as a Media Manager or in a similar role, with a strong track record in media planning and buying, preferably in a fast-paced digital environment.
- In-depth understanding of various media platforms, tools, and best practices, including programmatic buying and data-driven advertising.
- Excellent analytical skills, with the ability to interpret data and make data-driven decisions. Experience with analytics tools such as Google Analytics, Facebook Insights, and other relevant platforms is a plus.
- Strong leadership skills, with experience in managing and developing teams. Ability to inspire and motivate a team toward achieving common goals.
- Exceptional communication and interpersonal skills, with the ability to collaborate effectively across departments. Experience working in a multicultural environment is an advantage.
- Proficiency in media management software and Microsoft Office, especially Excel. Experience with media planning tools like Mediaocean or similar is preferred.
- Experience in digital marketing with a strong understanding of SEO, SEM, and social media strategies. Familiarity with content management systems (CMS) is a plus.
- Professional certification in media management or digital marketing (e.g., Google Ads, Facebook Blueprint) is preferred.

- Proficiency in English and Khmer is preferred. Additional language skills are a plus.

What We Offer:

- Competitive salary and benefits (\$600 - \$1,200), commensurate with experience and qualifications.
- A collaborative and supportive work environment that values teamwork, creativity, and innovation.
- Opportunities for career growth and advancement within the company, including leadership development programs.
- Access to continuous learning and professional development opportunities, including industry conferences and workshops.
- Flexible working hours and the possibility of remote work arrangements.
- Health insurance and other employee wellness programs.
- Regular team-building activities and social events to foster a positive work culture.

How to Apply:

Interested candidates should send their resume and cover letter to x100sm00987@gmail.com, detailing their experience and qualifications. Please include examples of past media campaigns you have managed and their outcomes. For more information, please contact us via phone/Telegram: 015416898. We look forward to welcoming a new member to our Xonline team!