

Digital Marketing Department

Job Title: Facebook Specialist (3 Positions)

Company: Xonline

Location: Phnom Penh, Cambodia

Position Type: In-Office

About Us:

Xonline is a cutting-edge media company focused on acquiring, managing, and monetizing online traffic. Our expertise includes leveraging platforms like Facebook to drive user engagement, increase brand visibility, and generate revenue. We combine data analysis, creative strategies, and a deep understanding of digital marketing trends to stay ahead in the industry, ensuring continuous growth and optimization of our operations.

Role Overview:

As a Facebook Specialist at Xonline, you will be responsible for creating and managing Facebook ad campaigns, developing content strategies, and optimizing performance to meet our marketing goals. You will work closely with the marketing team to craft engaging content, monitor metrics, and adjust strategies to ensure success on the platform.

Key Responsibilities:

- Develop and implement Facebook content and ad strategies to increase brand visibility and engagement.
- Independently manage Facebook ad campaigns, including ad placement, budget allocation, and performance monitoring.
- Create, edit, and publish engaging content that resonates with our target audience and aligns with current trends.
- Monitor and analyze Facebook performance metrics, making data-driven adjustments to improve campaign effectiveness.
- Collaborate with cross-functional teams to ensure Facebook content aligns with broader marketing objectives.
- Write and optimize ad copy, staying sensitive to real-time trends and product relevance to increase click-through rates.

- Stay updated on Facebook platform updates, trends, and best practices to maintain a competitive edge.
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Qualifications:

- Gender and age: No restrictions.
 - Educational background: Associate degree or higher.
 - Proven experience in social media management, with a strong focus on Facebook advertising.
 - Proficiency in Facebook's ad management tools, including the ability to handle account backend operations, ad placements, and performance tracking.
 - Strong content creation and video editing skills, with experience in crafting engaging ad creatives.
 - Excellent communication and collaboration abilities, with experience working in team settings.
 - Analytical mindset with the ability to interpret data and adjust strategies accordingly.
 - Experience in managing Facebook ad campaigns and information flow promotions is preferred; however, newcomers are also welcome to apply.
 - Language requirements: Proficiency in both English and Chinese.
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Skills:

- In-depth knowledge of Facebook's ad placement models and the ability to analyze data for optimizing performance.
 - Creative and innovative content creation skills.
 - Strong understanding of digital marketing strategies and Facebook's role within them.
 - Ability to quickly adapt to new trends and changes in the digital landscape.
 - Proficiency in English and Chinese (preferred).
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What We Offer:

- Competitive salary and benefits package.
 - A dynamic work environment that encourages creativity and innovation.
 - Opportunities for professional growth and development.
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How to Apply:

Interested candidates should submit their resume and a cover letter outlining their experience and qualifications to **x100sm00987@gmail.com**.

Tel/Telegram: **015416898**