

Digital Marketing Department

Job Title: TikTok Specialist (3 Positions)

Company: Xonline

Location: Phnom Penh, Cambodia

Position Type: In-Office

About Us:

Xonline is a leading player in the online media industry, specializing in acquiring, managing, and monetizing online traffic. We excel in using platforms like TikTok, along with SEO, SEM, social media, content marketing, and paid ads to attract users. By analyzing user data, optimizing engagement strategies, and maintaining strong customer relationships, we effectively turn online traffic into revenue. We are dedicated to staying ahead of market trends, adopting innovative technologies, and exploring new channels to continually enhance our operations.

Role Overview:

As a TikTok Specialist at Xonline, you will be responsible for creating and managing engaging content that resonates with our target audience on TikTok. You will work closely with our marketing team to develop innovative content strategies, monitor performance, and adjust campaigns to maximize our reach and impact on the platform.

Key Responsibilities:

- Develop and implement TikTok content strategies to increase brand visibility and engagement.
- Independently create, edit, and publish compelling short-form videos, ensuring they align with current trends and audience interests.
- Manage and optimize TikTok campaigns, including account backend operations, ad placements, and community interaction.
- Monitor and analyze TikTok performance metrics, with a strong focus on data-driven decision-making to refine content and improve campaign outcomes.
- Collaborate with cross-functional teams to ensure TikTok content aligns with broader marketing objectives.

- Engage with TikTok influencers and creators to enhance brand exposure and reach.
 - Write and optimize ad copy, sensitive to real-time trends and product relevance, to increase click-through rates.
 - Stay updated on TikTok trends, platform dynamics, and best practices to keep our content fresh and effective.
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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 TikTok and information flow advertising.
 - Proficiency in TikTok's platform dynamics, including independent operation of TikTok accounts, understanding user preferences, and optimizing engagement strategies.
 - Strong video editing skills, with proficiency in video scripting, filming, and editing techniques.
 - 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 TikTok 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:

- Strategic thinking with a strong visual storytelling ability.
 - In-depth knowledge of TikTok'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 TikTok'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 (\$400-\$1200).
 - 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**