

## Job Description

### Position Details

<b>Company</b>	RMA Cambodia PLC	<b>Country</b>	Cambodia
<b>Location of Position</b>	Piaggio-office, Phnom penh, Cambodia	<b>Department</b>	Sales & Marketing
<b>Position Title</b>	Digital Sales Consultant	<b>Division</b>	PIAGGIO
<b>Direct Report (Job Title)</b>	General Manager	<b>Divisional/Functional Report (Job Title)</b>	Group Business Support Manager

### Key Responsibilities

Customize this section, with a more detailed description of the key responsibilities involved under each of the headers. Consider the key objectives and plans for the business in the next 12 months. These should be included (do not provide any confidential data that would compromise the business plan):

#### HR Responsibilities:

Consider the person's responsibility for leading and developing people reporting to them. What is the size of the team/s and their location?

#### Knowledge Responsibilities:

Key areas of knowledge the role is responsible for ensuring re kept up-to-date, e.g. company processes and standards, technical knowledge, market knowledge, competitors etc. Also, consider how this role acts as a 'subject matter expert', sharing knowledge and expertise.

- MS Office
  - Good knowledge of Digital sale & Advertising
  - Good communication and interpersonal Skill



**Functional Responsibilities:**

Consider the daily/weekly/regular tasks and activities that form the core of the role.  
What will this person be spending their time doing?

- Ability to network, build contacts and look for opportunities on Digital .
- Manage social media campaigns such as Facebook Page, Instagram, LinkedIn, Etc.
- Basic Knowledge for photos and Videos for social media posting and response the viewer's feedbacks, inbox Messenger .
- Analyse digital marketing analytics reports and share insights with the team to develop optimization plans .
- Support to conduct the market research (Survey the competitor activities, facilities) on social media platforms.
- Find the new customer/Support Team sale if any Coordinate with Sale, Aftersale .Process documents with internal, and external as required .

**Financial Responsibilities:**

Key financial responsibilities under the administration of the role, e.g. Revenue generation? Budgetary? Cost management?

**Internal/External Interactions:**

Key responsibilities with internal/external interactions within the Company, across the Group, outside the Company:

Internal	External
Planning the trip aligned with internal divisions ( Ford, SP, AED, and AVR) and Keep Close relationship with internal division for better cross business networking Join Ford VIP Dinner, John Deer Coffee, John Deer Phum Yeung for better approaching potential dealers/targeted	Weekly Activities planing to meet targets clients Dealing with existing clients/dealers and find the new ones Development of dealership market across the region

**Travel Requirements:**

(if more than 10% of the time either nationally, regionally or globally):

- S/he will need to travel nationwide if needed in order to look for the demand and expand the market



**Person Specification**

Customize this section with relevant Behaviours, Education, Knowledge, Skills and Experience required from the candidate to effectively perform the role. Indicate the 'Essential' criteria (the role cannot be performed adequately without this) and the 'Other' criteria (the 'nice to have' knowledge, skills and experience that will enhance the performance in the role)

**Behaviours:**

Select from the drop down menu and choose the 4 key behaviours that are going to be the most important in this role. These will be used in the interview with the candidates.

- |   |   |   |                                 |
|---|---|---|---------------------------------|
| 1 | Listening, Understanding and Responding | 2 | Corporate Social Responsibility |
| 3 | Teamwork                                | 4 | Achievement                     |

**Education/Certification**

Specify a degree only if it is absolutely necessary. Add other forms of education or professional certification that would be useful for the role.

Bachelor's degree in Marketing, Digital Marketing , Mass Media or related field.

**Knowledge, Skills and Experience:**

**Essential:**

List the four most important requirements in order.

- |   |                                     |   |  |
|---|-------------------------------------|---|--|
| 1 | Be able to speak in front of Camera | 2 | Minimum 1-year experience in Digital skill |
| 3 | Khmer & English literacy            | 4 | knowledge of Media & Advertising           |

**Other Criteria : Ability to work independently, multi-task, and deliver quality work in an efficient manner.**

Please click [here](#) and complete the HR screening questions and 2 interview forms (one for you and one for a second person). These must be prepared now to ensure the questions relate to the requirements you have put into the Job Description.



## Recruitment Authorization

### Position Details

<b>Cost Center:</b>		<b>Target date to be on board:</b>	Jul-21
<b>Expatriate Hire</b>	<input type="checkbox"/>	<b>Justification for Expatriate Hire:</b>	
<b>National Hire</b>	<input type="checkbox"/>		
<b>Please Attach the following: Organization Chart</b>	<input type="checkbox"/>	<input type="checkbox"/> Tick if this position should NOT be advertised internally in the group. Provide justification why:	

### Recruitment Approval

Employment Type	Employment Reason		
<input type="checkbox"/> Replacement <input checked="" type="checkbox"/> New Position	If new explain why:		
Approval	Signature	Name/Position	Date
Requester (Line Manager)			
Excom Member or Country Head			
Country HR Manager			
Group VP HR (see HR delegated authorities)			

