



Buy Now Pay Later

## About Us

Koko is an innovation project incubated under Daraz, Alibaba's South Asian subsidiary, and is at the cutting-edge of technology and business in the region. Being one of the first 'Buy Now Pay Later' platforms in Sri Lanka, we are evolving the merchant and consumer shopping experience by providing for our customers a easy, interest free payment plan. We're constantly changing the game, always trying out new things and we encourage our team to do the same. With Sri Lanka being the first test market for this initiative, at this nascent stage, there's a lot to prove and adapt before expanding to our other markets, and we want you to be a part of the journey!

## Digital Marketing Executive

Our team is looking for Marketing Executive who match the following job role:

- Create awareness of and develop our brand
- Communicate with our target audiences and build and develop customer relationships
- Help develop marketing plans, advertising, direct marketing and campaigns
- Produce creative content for social media, television, radio and other marketing channels
- Liaise with designers, photographers and printers to organise marketing campaigns
- Develop relationships with key stakeholders, both internally and externally
- Designing and executing digital strategies and campaigns for specific properties and the brand as a whole to include: campaigns on Facebook, Instagram, Youtube, Google Ads
- Analysing and tweaking campaigns to optimise results and reporting on progress
- Reviewing, improving and reporting on our overall digital strategy

About you:

- You'll have a passion for digital marketing and a strong background in creating and running digital campaigns.
- Some interest in retail industry
- You'll have great attention to detail and a really strong understanding of the mechanics and potential channels mentioned above.

Job requirements would include:

- Experience in corporate sales and marketing campaigns or equivalent of minimum 1-2 years.
- Proficiency in MS Office Packages (MS Excel is a must) and Google Applications.
- Proficiency in photoshop or any design tools/software
  - Communication skills in English and Sinhala/Tamil
  - Ability to multitask, prioritize and manage time effectively
  - Ambitious, detail, results and customer oriented individual, with a 'can-do' mindset and ready to learn on the job and take on challenges.

If you feel ready to take up the challenge, please forward your resume along with a recent photograph and details of two non-related referees to [hiring@daraz.lk](mailto:hiring@daraz.lk) with the post applied for mentioned in the subject line. Daraz is an Equal Opportunity Employer.