AMK Microfinance Institution Plc. is one of Cambodia’s leading microfinance institutions, with coverage all over the country. AMK employs over 3,500 staff serving almost 1,000,000 clients in nearly 13,000 villages across Cambodia, 91% of all villages. We are looking for a talented and committed individual to join our diversified team, and offering attractive career prospects across branches and departments of our business.

A job at AMK is more than just a paycheck - we support our employees in their development and growth and help them explore their unique strengths.

**Job Title** : Head of Marketing  
**Report to** : Chief Executive Officer  
**Location** : Head Office  
**Closing Date** : May 08, 2020

**Job Responsibilities:**

- **Overall Management**
  - Guiding the day to day activities of the marketing team.
  - Ensuring that the marketing objectives are implemented by the marketing team successfully
  - Undertake continuous analysis of competitive environment and consumer trends
  - Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
  - Be a role model on staff retention and recruitment for own department

- **Communication**
  - Developing and delivering marketing and communications strategies.
  - Act as key contact point with media and relevant stakeholder
  - Ensure the appropriateness, timely and correctness of information sharing to public in all channel authorize in AMK
  - Make sure that the businesses marketing communications promote the right message to maintain a good brand image
  - Manage social media presence and direct programs to improve social media reputation and recognition.

- **Corporate Branding**
  - Development and implementation of the Brand strategy
  - Work closely with business and related team to define marketing materials and programs.
  - Maintain and enhance department policies and procedure such as CI’s policies and ensure all stakeholder adopt and correctly use company CI’s policies

- **Marketing Strategy and Execution**
  - Developing the marketing strategy for new and existing products by working closely with business and related team
  - Overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing, and PR.
  - Working closely with business team to enable them to meet their commercial objectives by providing them with appropriate tools, materials and presentations

**Qualification and Experiences:**

- Master/Bachelor in Business, Management and/or Marketing;
- At least 4 years of relevant work experiences in marketing and in management role.
- Ability to think creatively, strong conceptualization and analytical skills, and capacity to contribute to future planning;
- Outstanding written and spoken communication skills, both English and Khmer;
- Good interpersonal skills, ability to relate well to others;
- Strong ethical aptitude, and ability to work independently without close supervision;
- Above average computer skills - Microsoft Office, design or publishing software an advantage; and some experiences in developing websites with Dream Weaver is desirable; and
**Benefits**

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<thead>
<tr>
<th>Competitive salary package to the employees</th>
<th>Accident insurance 24/7days</th>
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<tbody>
<tr>
<td>Khmer new year bonus</td>
<td>Education loan with only 2% interest rate per year</td>
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<tr>
<td>Phchum Ben bonus</td>
<td>Housing loan with only 5% interest rate per year</td>
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<td>Retention bonus</td>
<td>Maternity/Paternity Allowance</td>
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<td>Retirement bonus</td>
<td>Annual leave based on Cambodia labour law</td>
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<td>Incentive</td>
<td>Capacity development and opportunity to promote per job requirement</td>
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<td>Pension fund</td>
<td>Seniority payment</td>
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<td>100% medical insurance for employee’s spouse and children for local treatment</td>
<td>Working condition in accordance to the Cambodian Labor Law</td>
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<td>Overseas treatment</td>
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Interested candidates should apply by sending a CV and a cover letter to: AMK branch and sub-branch offices or Head Office, Building 285, Yothapol Khemarak Phoumin Blvd. (271), Sk. Tomnub Tuek, Kh. Chamkarmorn, Phnom Penh, Cambodia or E-mail: job@amkcambodia.com

**Attachments:**
- A copy of obtained certificates or confirm letter by the University
- A copy of national identification, family book, and certificate of birth

For additional information, please contact at Tel: (023) 993 062 / (023) 224 763 or visiting website: www.amkcambodia.com
AMK is an equal opportunity employment. Qualified women and persons with disabilities are encouraged to apply.