



# Marketing Associate (Data-Driven)

**Position: Marketing Associate (Data-Driven)**

**Company: TapEffect Co., LTD**

**Location: Pursat, Cambodia**

**Report line: CEO/GM**

**Website: [www.TapEffect.asia](http://www.TapEffect.asia)**

## **Position Summary**

We are seeking a dynamic Marketing Associate with a passion for data-driven strategies to join our team. The ideal candidate will leverage data insights to design, execute, and optimize our marketing campaigns, and work with the sales team to ensure our vision reaches those who need it the most.

## **About TapEffect**

TapEffect is a business increasing access to affordable clean tap water for households across Cambodia, an essential service needed to ensure healthy and productive lives.

## **Responsibilities**

1. **Data Analysis:** Extract actionable insights from customer and market data to inform and refine our marketing strategies.
2. **Campaign Design:** Develop and execute marketing campaigns tailored to our target demographics in rural and isolated communities.
3. **Sales team:** Support the sales team in high-quality delivery of the marketing campaigns and sales.
4. **Performance Monitoring:** Continuously monitor and assess the effectiveness of marketing campaigns, utilizing data analytics tools and platforms.
5. **Market Research:** Conduct surveys, interviews, and other research methods to gather insights about the needs and preferences of our target communities.
6. **Collaboration:** Work closely with the broader engineering and sales teams to align strategies with overall company objectives.
7. **Reporting:** Regularly present findings and insights to senior management, providing clear recommendations for strategic adjustments.

## **Preferred Qualifications:**

- Bachelor's or master's degree in Marketing, Data Science, Business, or related field.
- Proven experience in data-driven marketing, data analytics, or a similar role.
- Familiarity with data analytics tools and platforms relevant to marketing.
- Strong understanding of the Cambodian rural market is a plus.



- Exceptional analytical and problem-solving skills.
- Excellent communication and presentation abilities.
- Khmer and English language proficiency
- Woman are encouraged to apply

### **Why Join TapEffect**

- Be a part of a mission-driven company making a tangible difference in the lives of Cambodian communities.
- Collaborative and inclusive work environment.
- Opportunity to grow and learn in a rapidly evolving sector.
- Competitive compensation.

### **Additional Information**

The role can commence immediately. Please send a brief cover letter and resume to [info@TapEffect.asia](mailto:info@TapEffect.asia)