

JOB DESCRIPTION

Job Title	ASSISTANT MANAGER, WEB ADMINISTRATOR AND DIGITAL MARKETING		
Function	Oversee all website administration activities while supporting digital marketing for entities within MGB	Grade	Assistant Manager
Department	Group Corporate and Marketing Communications	Company	CYBERJAYA EDUCATION GROUP BERHAD
Reports To	Manager, Group Corporate and Marketing Communications	Reporting Structure	Direct
Location	Cyberjaya	Travel Requirement	No

Job Overview

Ensure that all websites under the Group are functioning as intended, and are well-maintained. As Web Administrator, you will be responsible for managing and maintaining our websites to ensure optimal performance and user experience. You will be working closely with various teams including designers and content creators to ensure that our websites meets our business objectives. You will also be supporting digital marketing by working closely with team members to get the best possible outcome for digital marketing to maximise cost and results to impact recruitment and sales.

Responsibilities

- Manage and maintain the organisation's websites, ensuring that it is up-to-date, properly functioning, and visually appealing
- Regularly monitor website performance, conduct audits, and implement necessary improvements to ensure optimal speed, responsiveness, and overall user experience
- Perform regular backups of the website and maintain a disaster recovery plan to ensure data integrity and minimize downtime.
- Optimise website content, metadata, and URLs for search engines to improve organic search rankings and drive more traffic to the website.
- Monitor website analytics and generate reports to track key performance indicators, such as traffic, conversion rates, and user engagement
- Ensure website security by implementing appropriate measures, such as SSL certificates, firewalls, and regular vulnerability scanning.
- Troubleshoot and resolve website issues, such as broken links, error messages, and usability problems.
- Keep up-to-date with industry trends, new technologies, and best practices in web administration and make recommendations for continuous improvement.
- Provide support and training to internal users on content management systems, website maintenance, and best practices for creating and publishing web content.
- Support in monitoring digital marketing strategies across several platforms such as Google, Facebook, Instagram, YouTube, Tik Tok & Etc.
- Managing and optimising ads on Google and Facebook, while concurrently supporting day-to-day optimisation of campaigns
- Work closely with other digital marketing members to ensure that media is aligned to business objectives.
- Maintain and share proficiency and knowledge in new digital media concepts, trends, technology, and engagement strategies to implement for projects.

Qualifications

Required Qualifications

- Bachelor's degree in computer science, information technology, or a related field.
- Proficiency in web development languages, such as HTML, CSS, and JavaScript.
- Knowledge of Wordpress editors: Elementor, Oxygen, Bricks
- Must understand and be up-to-date on Wordpress plugin updates and developments.
- Familiarity with web analytics tools, such as Google Analytics, to monitor website performance and user behaviour.
- Solid understanding of website security measures, including SSL certificates, firewalls, and vulnerability scanning
- Strong portfolio demonstrating successful website administration and management.
- Certifications in web administration or related fields are a plus.
- Knowledge of web hosting and domain management.
- Understanding of web server configurations and experience with platforms such as Apache or Nginx.

Preferred Qualifications and skills

- Bachelor's degree in computer science, information technology, or a related field.
- 3 years or more working experience in related field. Experience working in the education industry is a plus.
- Ability to work independently and meet deadlines in a fast-paced environment.

