

A weekly Chinese Community Newspaper is looking for a part-time leading possibly to a full time webmaster. This individual must be able to read, write and speak Chinese besides being proficient in English. He will implement web pages, maintain content and oversee day-to-day management of the newspaper's website, and assure quality and filing integrity of web pages.

### **Duties and Responsibilities:**

- Responsible for the design and maintenance of the newspaper's web pages, including graphics, animation and functionality.
- To develop web page infrastructure and application related to pages with more advanced graphics and features.
- To monitor web server and site technical performance.
- Implementing search engine optimisation strategies.
- Management of Pay per Click (PPC) campaigns to achieve optimum ROI (Return on Investment) thru Google AdSense.
- Work closely with the other staff to set and ensure online marketing campaigns achieve budgeted commercial targets
- Circulate efficient and accurate reporting, detailing results of each online marketing campaign and possible improvements.
- Advise Manager on the improvement, results, competition and new direction in technology to assist with marketing of the brand.
- Maximise online affiliate opportunities and revenue generation for the brand (with possibility of widening affiliate advertising schemes).

### **Skills / Attributes Required**

- Proven Website Management experience.
- You will have strong web design skills which will include the ability to edit HTML and JavaScript skills.
- A thorough knowledge of Search Engine Optimisation (SEO) techniques.
- Experience of running and evaluating online marketing campaigns, which will include the management of Pay per Click (PPC) campaigns.
- A flexible attitude with proven experience of working in a small team.
- Excellent communication skills and attention to detail.

This Individual must also be proficient in both Chinese and English and are reliable and respect deadlines. Please submit a cover letter, CV, 2 references, and salary expectations to [tbnmanager@gmail.com](mailto:tbnmanager@gmail.com).

We thank all applicants for their interest. However, only those candidates short-listed for an interview will be contacted. No phone calls please.