

Digital Marketing Department (Marketing Division)

Title: Tiktok Content Specialist

Position: Assistant Manager (M/F – 1 Post)

Reports to: Head of Digital Marketing

Job Descriptions

- Brainstorm the video content strategy and plan with the internal team members.
- Generate innovative and compelling ideas for video content, taking into account for the intended audience, brand objectives, and platform requirements.
- Oversee the entire video production process, including filming, lighting, sound recording, and directing talent (if applicable).
- Ensure the use of appropriate equipment/software and techniques to achieve desired visual and audio quality.
- Utilize video editing software (such as Adobe Premiere Pro, After Effect, and so on) to assemble footage, add effects, transitions, and graphics to create a cohesive and visually appealing result.
- Adapt video content to suit specific platforms and formats, ensuring it meets length restrictions, aspect ratios, and technical requirements by following already established video standards.
- Work closely with internal team members to ensure alignment and consistency in messaging, branding, and style.
- Brainstorm, generate and propose new video content ideas.
- Monitor the video content performance based on reach, views, engagement, and so on.
- Meet the deadlines and following video content requirements in terms of style and project specifications
- Identify gaps in video content and recommend new topics
- Stay up to date on industry trends to support video content development
- Discuss with external agencies to align brand message and quality.
- Ad-hoc duties assigned by HOD if it is necessary.

Requirements:

- Graduate from a university and have at least 5 years of Experience in video content creation (Banking and Financial Industry preferred)
- Video editing with either Adobe Premiere, After Effect, or Final Cut Pro.
- Ability to travel on and off site as needed for video production.
- Understanding of video production flow and process.
- Adapts and responds quickly to multiple moving elements within simultaneous tasks.
- Collaborate and communicate with others to develop creative and engaging ideas.
- Must be serious about subtitles: grammar, spelling, sentence constructions, and authenticity of own-crafted content.
- Passionate about creativity, consistency, and brand storytelling.
- Proven ability to produce engaging video content for social media and digital marketing campaigns.
- Strong storytelling and writing skills with attention to detail and trustworthy tone of voice.
- Creative mindset with strong cultural awareness and sensitivity to the financial industry
- Strong organizational skills for managing tasks and meeting deadlines.
- Detail-oriented, proactive, and adaptive to fast-changing business requirements.
- Professional, responsible, and dedicated to maintaining the brand and company standards.
- Willingness to learn, develop, and contribute to ongoing content enhancements.