



DKT International Inc. (Myanmar Branch)

CAREER OPPORTUNITY

About DKT International Myanmar: DKT International is a leader in making modern contraceptive products and information more available, accessible, and affordable to people in 90 developing countries worldwide. Through innovative social marketing DKT aims to give Myanmar's people greater knowledge and a wider range of choices for reproductive health.

DKT International Myanmar invites applications for the following position in Yangon, Myanmar.

Position: Digital Marketing Manager
Report To: Senior Manager, Marketing
Duty Station: Yangon
Closing Date: as soon as possible

About the Job: Digital Marketing Manager is mainly responsible to lead the strategy, planning, execution, and optimization of all digital marketing initiatives to enhance brand awareness, increase engagement, and drive measurable impact across digital channels. This includes social media, paid advertising, SEO/SEM, email marketing, and web content management.

Responsibilities (but not limited to):

- Develop and execute a comprehensive digital marketing strategy aligned with organizational goals.
- Oversee SEO, SEM, and Google Ads campaigns to increase website traffic and lead generation.
- Plan and manage paid media across platforms (Facebook, Instagram, YouTube, Google).
- Supervise content creation for web, email, and social media, ensuring brand consistency and health messaging accuracy.
- Use analytics tools (e.g., Google Analytics, Meta Insights) to track and improve campaign performance.
- Collaborate with internal teams such as brand team, production team and external vendors (media agencies, influencers).
- Manage and optimize the digital marketing budget and reporting framework.
- Stay current with digital trends and emerging technologies in health communication.
- Perform other tasks assigned by direct supervisor.

Qualifications/Requirements:

- Bachelor's degree in any discipline (preferable the professional diploma or certification in Marketing Communications, Digital Media and other related backgrounds).
- Minimum 4–6 years of digital marketing experience, preferably in healthcare, or social impact sectors.
- Proven experience with social media strategy, Google Ads, email marketing tools (e.g., Mailchimp), and CMS platforms (e.g., WordPress).
- Strong understanding of data-driven marketing, SEO/SEM, and A/B testing.



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- Excellent communication, leadership, and strategic thinking skills.
- Ability to work under pressure and manage multiple deadlines in a fast-paced environment.
- Understanding the sexual and reproductive health would be an asset.

Interested candidates are invited to submit their updated CV, including application letter and contact detail of two references, to:

Human Resource Office, DKT International Inc. (Myanmar Branch)

No. 10 (B-1), Thukhawaddy Street, Ward 6, Yankin Township, Yangon.

Email: hro@dktmyanmar.org

We are on the outlook not just for talent, but also for friends and partners for the long term.

Only shortlisted candidate will be invited for interview.