

WE ARE HIRING

SALES & MARKETING

JOB DESCRIPTION:

SALES

- Client acquisition: companies direct prospection to subscribe
- Propose and drafting tailored services from IBP to our clients
- Make appointment with potential clients and subscribers
- Enrich and improve our actual client's database

MARKET RESEARCH

- Benchmark and market research of our competitors and client's strategies and technologies
- Drafting proposal for client's proposition, you have to have the ability to analyze the client's/reader's behavior
- Assisting the director in fund raising process

MARKETING

- Establish marketing (digital and non-digital) strategy and planning
- Direct prospection of potential clients by phone and email
- Newsletter: editorial planning, craft and send our weekly newsletter
- Monitor web traffic and user engagement (e.g. bounce rates) on website and social media platforms
- Propose strategy and improvement to increase client's and reader's engagement
- Social media: editorial planning, content creation and act as community manager in all of our social media platforms

Send your application to ap@ibp-media.com.
Visit our website at www.indonesiabusinesspost.com



**INDONESIA
BUSINESS
POST.**

Business Whisper & Intelligence

WE ARE HIRING

SALES & MARKETING

- Optimize published pieces using SEO guidelines on the website and social media platforms
- Applying an excellence tastes of business design for our social media and website partnership
- With the director, establish partnership with foreign organizations, private sectors, and other potential partners.

CUSTOMER RELATIONSHIP

- Create CRM programs, strategic plan and planning with the director
- Establish monthly customer relationship management program to support and take care of our clients' needs
- Client retention: using the CRM strategy and planning for client's retention

ADVERTISING

- Establish the advertising & sponsorship proposal if needed

EVENTS

- Propose ideas of events
- Making and organize internal and external events
- Searching for opportunities for IBP to take part on external events as sources or moderator

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WE ARE HIRING

JOURNALIST & DATA JOURNALIST

JOB DESCRIPTION:

- Conduct data and market research and analysis
- Writing analysis and contents
- Conduct interviews to gather information
- Reviewing and editing contents for editorial approval
- Assisting the editor in chief for the article's fact check

REQUIREMENTS:

- Fluent in english, written, and oral
- Final year/new graduate from law/international relations
- Interest in business and corporate intelligence
- Interest in Indonesian business, politics, and economic climate
- Research, analytical and synthetic skill
- Attention to detail
- Based in Jakarta, Indonesia

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WE ARE HIRING

Content Coordinator and Analysis

We are searching for a junior content coordinator & market analysis.

As content coordinator:

- Make sure that all journalists, editor, and writer contributors respect the deadline and make sure the target number of articles are met
- Assisting editor in monitoring every article that will/has been published, make sure it is consistently suitable to our guideline
- Assisting the editorial team to input data and content list to team worksheet
- Propose strategy and improvement to increase the reader's engagement
- Make sure all journalists respect the leads, market watch and SEO systems
- Update the website homepage on a daily basis
- Optimize the articles published using SEO guidelines on the website and social media platforms, as well as adding SEOs and market watch feature
- Take into account the keywords from our readers and make content suggestions to editorial team based on those keywords
- In collaboration with marketing, suggest and plan the articles to publish in social media and newsletter
- Daily report to the editor relating to the content published and daily activities.

As Market Analysis:

- Conducting market research and macro economic data research
- Assisting the editorial team for the article's fact check
- Creating analysis of our Market Intelligence platform

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