



**Position**  
**Branding & PR Specialist**

**Country**  
**Hyderabad, India**

**Company**

FLOW is a one-stop, digital credit management company with the mission to promote ethical and responsible collection in Asia, through customer-centric operational processes integrated with artificial intelligence technologies.

We work with global banks, multi-financial institutions, and enterprise companies to recover millions effectively. We understand the challenges both our clients and consumers face when it comes to debt collection and provide support at every stage of the collection lifecycle.

Backed by DEG, SIG, and Integra Partners, FLOW is a leader in ethical, digital collections in Asia, disrupting a multibillion-dollar global industry in non-performing consumer loans. Headquartered in Singapore, we also have offices in the emerging markets of India, Indonesia, and Vietnam.

**Description**

At FLOW, we believe in developing and nurturing talents to be future leaders who care about the communities that we interact with and the people within. As such, we are always on the hunt for motivated and driven individuals to join us on this exciting journey. We are currently looking for a vibrant and fun-loving person to join our growing team as a Branding & PR Specialist.

**1) Core Responsibilities**

- Build, manage, and execute integrated marketing campaigns through Accounts-Based Marketing approach for lead generation.
- Drive market-wide brand awareness by building media relationships, digital campaigns, and partnerships.
- Help Flow to bring our brand to life across multiple touch points including the company website, on social media, webinars, and events.
- Look out for related events to participate as speakers and for award nominations.
- Develop creative content from infographics, EDMs to short video clips.
- Assist in organic social media scheduling and posting.
- Be the main alert and uphold Flow's online reputation management on review sites, publications, and forums.
- Monitoring and analyzing marketing performance metrics (impressions, clicks, conversion rates, engagement rates, etc.) and looking for ways that can improve the company's marketing efforts.

**2) Qualifications & Skills**

- 2-3 years of experience in PR Marcom/ Digital Marketing role, preferably from a B2B background.
- Have strong knowledge of B2B marketing and financial services
- Have interest in Fintech and the startup culture.
- Existing PR connections with local publications is a plus.
- Must be proficient in using web graphic editing software such as Canva and Kapwing for content creation.

- Prior experience with Marketing automation tools such as HubSpot and WordPress is preferred.
- Excellent written and communication skills to write clear, concise, and grammatically correct marketing copy. Strong English language in writing and speaking is a must.
- Understanding of the best practices of various social media platforms (LinkedIn, Facebook, Google Analytics, etc.) to create effective social media campaigns.
- A creative and analytical team player who can work across teams and cultures.
- Independent worker with the willingness to grow and learn.

### 3) Salary & Benefits

You will get the opportunity to work in a dynamic start-up environment to grow and develop your skills.

- Competitive salary package,
- Annual leave and paid time-off,
- Training and development programs for continuous learning,
- Ability to make flexible work arrangements or conduct remote work,
- Company events and activities to meet colleagues from other countries,
- A meaningful career to better the lives of others,
- Opportunities to advance your career horizontally and vertically.

### Our Values

We believe that our core values are essential for cultivating a cohesive and high-performing work environment in the company. More importantly, our values reflect our vision of the community that we are striving to foster.

- Ethics
  - *Understanding the importance of our communities through responsible decision-making and actions.*
- Integrity
  - *Being truthful, sincere, and free of deceit in our words, actions, and all business dealings.*
- Innovation
  - *Seeking and applying new ideas to ensure efficiency, quality, and the readiness to address current and future needs.*
- Teamwork
  - *Recognizing the significance and benefits of synergy resulting from a well-aligned and effective team.*
- Respect
  - *Maintaining respect for all people regardless of our status or background.*