



PR/157799 | Senior Marketing Executive_Marketing Development

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1512205

Industry

Business Consulting

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

January 8th, 2025 17:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

COMPANY OVERVIEW

An established manufacturing company is looking for a skilled talent in marketing development. You will play a role working with various stakeholders to support planning & execution of integrated marketing campaign/activities to enhance company's branding and market outreach for the assigned business/products/solutions.

JOB RESPONSIBILITIES

- Understand the company objectives and directions, and work with various stakeholders to support, plan and execute integrated marketing campaigns/activities on new-launched and current products/ solutions/ technology to drive sales growth of company businesses.
- Plan, prepare and organize events such as tradeshow, exhibitions, seminars, workshops, etc.
- Support in executing key experiential and transactional marketing activities with our Partners and Distributors to drive sales across our business portfolio

- Design effective marketing promotions and sales incentives programs to support and motivate sales in product and solutions' sell through
- Support the operational maintenance and coordination of sales programs with internal stakeholders and third-party vendors
- Campaign Strategy: Design, execute and evaluate multi-channel marketing campaigns for key products, solutions and technologies that aligns with business objectives and product positioning.
- Content Creation: Create engaging and relevant content for various channels, including digital, print, social media, email, and events.
- Channel Selection: Choose the most effective channels to reach the target audience, including but not limited to online platforms, social media, email marketing, webinars, events, and traditional media.
- Creative Development: Work closely with content designer, communications & marketing ops and other stakeholders to develop/ localise creative assets such as ads, videos, infographics, brochures, and landing pages.
- Performance & Reporting: Set up campaign performance metrics, track and evaluate results to refine strategies and identify areas for improvement.
- Any other tasks as assigned by the department/team manager to support the company's / division's operations and activities to meet the evolving needs of the organization.

JOB REQUIREMENTS

- Degree in Marketing/Mass Communication/Business Management, or a related field
- Minimum 3 years of marketing experience in similar capacity
- Excellent interpersonal and collaboration skills
- Excellent written, communication and presentation skills
- Strong organizational and time-management abilities
- Highly initiative, meticulous, resourceful, creative and a team player
- Proficient in MS Office and marketing/creative software
- Familiar with managing social media and web analytics
- Good working knowledge of digital marketing principles and best practices, and marketing automation tool, such as HubSpot, will be an advantage

Company Description