



## PR/158347 | Senior Inbound Marketing Executive

### 募集職種

#### 人材紹介会社

ジェイエイシーリクルートメントマレーシア

#### 求人ID

1509180

#### 業種

小売

#### 雇用形態

正社員

#### 勤務地

マレーシア

#### 給与

経験考慮の上、応相談

#### 更新日

2024年12月11日 15:32

### 応募必要条件

#### 職務経験

3年以上

#### キャリアレベル

中途経験者レベル

#### 英語レベル

ビジネス会話レベル

#### 日本語レベル

ビジネス会話レベル

#### 最終学歴

短大卒：準学士号

#### 現在のビザ

日本での就労許可は必要ありません

### 募集要項

A leading MNC in the Retail (Mall) industry is looking for a Senior Inbound Marketing Executive to plan and implement marketing strategies to attract tourists to their mall.

#### Main Responsibilities:

- Develop and implement strategic business planning to attract overseas tourists to the mall.
- Identify and build business relationships with strategic partners namely tour operators, travel agents, tourist guides, hotels, bus operators etc. which are aligned to target markets.
- Develop and manage strategic communication channels according to target markets.
- Understand the various inbound market needs, demands, preferences and develop a dashboard of intelligence for internal and tenants' knowledge for further performance enhancement.

- Review effectiveness of inbound marketing activities and identify gaps for further improvement.
- Develop a loyalty program that supports the business model and provide value added benefits for stakeholders.

**Key Requirements:**

- Possess a diploma, degree or above.
- **Able to speak Mandarin.**
- Have strong knowledge or connections in the tourism industry.
- Willing to travel within Malaysia to meet partners or other third parties when required.

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会社説明