

VACANCY NOTICE

REF:C09012024

POSITION	SOCIAL MEDIA MARKETING
LOCATION	PUTRA HEIGHTS, SUBANG JAYA, SELANGOR
INDUSTRY	BUILDING/CONSTRUCTION, CIVIL/CONSTRUCTION
TYPE	FULL-TIME

JOB SUMMARY

1. Assist in the formulation of strategies to build a lasting digital connection with customers and potential clients
2. Develop graphics/visual image for our website, social media channels, and marketing materials, maintaining a consistent brand voice and resonating with target audiences.
3. Develop, write, proofread and deliver persuasive copy for marketing campaigns, and social media post.
4. Implement SEO strategies to enhance website visibility and organic search rankings, staying updated with industry best practices.
5. Conduct market research to identify consumer trends and emerging opportunities for growth.
6. Other duties as assigned from time to time.

JOB REQUIREMENTS

1. Candidate must possess minimum of Diploma or Bachelor's Degree in Marketing, Business or equivalent.
2. Minimum of 2 years proven experience as Marketing Executive or similar role.
3. Proficiency in digital marketing tools, including social media and website management.
4. Knowledge and experience in marketing communication, advertising and content creation.
5. Experience in using graphic designing tools will be an added advantage.
6. Strong English proficiency, excellent written and verbal communication skills are essential for producing clear and engaging content.