

VACANCY NOTICE

REF: C02072024

POSITION	SENIOR MARKETING EXECUTIVE
LOCATION	SUBANG JAYA, SELANGOR
INDUSTRY	EDUCATION
TYPE	FULL TIME

JOB SUMMARY

1) Brand Development and Management

- Develop and execute a robust brand strategy to establish and enhance the company's online presence.
- Conduct in-depth market research to defined brand positioning, identify target audience, and analyze the competitive landscape.
- Craft compelling brand stories and messaging that resonate deeply with target customers.
- Continuously monitor brand perception and make adjustments to branding strategies as needed.
- Prepare and arranging of marketing collaterals such as brochures, leaflets, banners, sales kits, digital content, and videos & etc, ensuring speed and quality of the execution.
- Reinforce all processes to improve efficiency.
- Monitor and manage the advertising and promotional budget to ensure expenditures align with the approved budget

2) Digital Marketing Strategy

- Develop and implement impactful online marketing campaigns across various digital platforms, channels, including SEO, PPC, email marketing, social media, and content marketing.
- Create visuals contents such as videos, posters and graphics to support all marketing campaign.
- Utilize advanced data analytics to measure campaign effectiveness and optimize strategies for continuous growth and improvement
- Oversee the creation and distribution of digital content, ensuring alignment with the brand's voice and strategic objectives

3) Cost Leadership and Teams Collaboration

- Drive cost leadership initiatives to enhance productivity and achieve departmental objectives.
- Provide guidance and support to cross-functional teams to foster collaborations and achieve shared marketing goals.
- Cultivate and manage relationships with external agencies, educational institutions, school partners and vendors to support and amplify marketing activities effectively

VACANCY NOTICE

JOB REQUIREMENTS

- Candidate must possess at least a Diploma or Bachelor's Degree in Marketing/Business Studies/Administration/Management, Economics or equivalent.
- Strong understanding of digital marketing tools and platforms, including but not limited to Facebook Ads Manager, Google Analytics, TikTok, email marketing software, and content management systems, social media advertising, etc
- Video Editing Software, and Adobe Design software experience is a plus.
- Required language(s): English, Bahasa Malaysia, Mandarin (Written / Spoken)
- Positive working attitude and able to work independently with minimum supervisions.
- Good communication, interpersonal skills
- Confident, responsible, self-motivated, outgoing and responsive that able to communicate & present well with any level of people and work as a team
- Willing to travel and possess own car / company car

APPLICATION PROCESS

Interested candidates are invited send the documents below career.unitalent@gmail.com or whatsapp to +6012-5227761.

- Updated CV
- Qualifications (Certificates & transcripts)
- A recent passport sized photo