

VACANCY NOTICE

REF:C09012024

POSITION	MARKETING EXECUTIVE
LOCATION	PUTRA HEIGHTS
INDUSTRY	BUILDING/CONSTRUCTION, CIVIL/CONSTRUCTION
TYPE	FULL-TIME

JOB SUMMARY

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

JOB REQUIREMENTS

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