

## Marketing Executive

### Cambridge English For Life Sdn Bhd (HQ)

#### Job Description:-

We are looking for a talented Marketing Executive to undertake marketing projects for the benefit of our company. Your main task is to organise creative campaigns and promotional events that can make a difference for our Company's success according to trends and customer requirements. Your scope of work may include the following (and other assignments as needed):

1. Supporting the content planning and management for all media and Below-The-Line (BTL) materials (brochures, posters, flyers etc)
2. Engaging franchisees and communicating regularly with them to understand the marketing needs of the business and fulfil various marketing requests
3. Organising online campaigns and promotions via company's and third party's platforms
4. Managing all marketing campaigns according to timeline and budget
5. Conducting market research and analysis to evaluate trends, brand awareness and competition ventures
6. Liaising with internal stakeholders to request and collate information for in-house publications
7. Maintaining a photo library and arranging external photo and video shoots
8. Providing ideas and input into the development of new e-Marketing materials
9. Event planning, coordination and execution

#### Job Requirements:-

- Diploma or Degree holder in Marketing or related studies
- Passionate for the 'art' of marketing
- Proven experience as a marketing executive or similar role
- Good understanding of market research techniques
- Proficient in MS Office and marketing software (e.g. CRM)
- Familiarity with social media marketing and analytics
- Excellent communication and people skills
- Strong organisational and time-management abilities
- Knowledge in website analytics and search engine marketing will be an added advantage

End