

## **Marketing & Communications Manager Cambridge English For Life Sdn Bhd (HQ)**

### **Job Description**

Your job responsibilities:-

- Develop and formulate effective marketing strategies
- Planning, directing, and coordinating marketing efforts
- Researching demand for our products and services
- Competitor research
- Developing promotions
- Writing and editing corporate communication
- Understanding and developing budgets and finance, including expenditures, research and development appropriations, return-on-investment and profit-loss projections.
- Developing and managing advertising campaigns.
- Building brand awareness and positioning.
- Supporting sales and lead generation efforts.
- Coordinating marketing projects from start to finish.
- Overseeing social media marketing strategy and content marketing.
- Leveraging technology solutions to support their practices.

The requirements

- Bachelor's Degree in business, marketing, communications or related (Masters or higher is desirable)
- At least 10 years in brand management/marketing, with experience in a wide range of marketing discipline is a plus; digital marketing, social media marketing, print media, traditional media, content marketing, PR, BTL activations, CRM, etc.
- Creative and able to think out of box for creative and innovative marketing ideas / plans
- Able to lead a marketing team and manage people be it subordinates, franchisees, business partners, etc.
- Excellent interpersonal, written and oral communication skills, especially in English.
- Familiar with and able to utilise SEOs, SEM, Google Analytics, Social Media and website to monitor performance of marketing campaigns (both paid and organic). Will be responsible for establishing a digital marketing framework for the organisation.

## **Additional Information**

### **Career Level**

Manager

### **Qualification**

Bachelor's Degree, Post Graduate Diploma, Professional Degree, Master's Degree

### **Years of Experience**

10 years

### **Job Type**

Full-Time

### **Job Specialisations**

Sales/Marketing, Marketing/Business Dev

End