



Shah Alam, Malaysia

WE'RE HIRING! The world's largest industrial air compressor company is looking for an experienced Communications and Marketing Executive to be based in Shah Alam!

Mission:

Drive the digital transformation in Malaysia and Singapore through digital and social media communications, marketing programs, designing, writing and proofing marketing content to ensure sustainable and profitable growth.

Job Description:

- Design and drive the digital, social media and marketing campaigns aligned with business goals.
- Develop and maintain a strong online voice through social media, e-mailing marketing campaigns, website and monitor performance.
- Monitor the leads database (C4C) and assist in lead generation activities.
- Develop/track a media schedule, design advertising and develop product and branded materials according to the plan and established budget.
- Develop, research ideas, write and publish content marketing articles, website content, social media updates and blog articles.
- Measure and report performance of digital marketing campaigns and assess against KPIs and ROMI.
- Use web analytics to monitor performance of website and digital campaigns and make recommendations for improvement.
- Creating frequent and effective communication channels, making sure all of them are up to date when it comes to strategy, new products, tools and processes.
- Developing and delivering professional marketing communication material (offline and online).
- Draft and edit communications copy) press releases, publications, social media posts).
- Work with exhibition venues and manage logistics for trade shows, including booth design, display materials and others,
- Leading communications projects for the launches of new products, processes or events and able to deliver on time
- Ensure follow-up of translation projects when necessary.
- Provide administrative support.

Applications, shall include CV, name of references, recent photo and current package. Talentum EQ is undertaking the consultancy work of the above position. Please email your application in English to: liann@talentumeq.com or elif@talentumeq.com



- Prepare presentations and reports.
- Carry out the successful implementation of internal and external marketing communications campaigns (advertising, promotions and public relations) to promote brand recognition.
- Collaborate with Marketing Manager to ensure that policies and standards on the proper use of the brand are adhered to.

Requirements:

- At least 3 years of communications and marketing experience with a strong background in digital and social media platforms, as well as trade show coordination.
- Experience with Adobe Creative Suite and web publishing programs
- A strong background in project management with the ability to handle multiple tasks simultaneously and while meeting strict deadlines with a high attention to detail.
- Bachelor's Degree in marketing communications or similar; or equivalent combination of education and experience.
- Interpersonal and communication skills.
- Strong writing and proofreading skills.
- Proven experience as a Communications Assistant or similar roles.
- Understanding of media relations and digital marketing strategies.
- Proficient in MS office; familiarity with design software and content management systems is a plus.
- Editing and researching skills.

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