



## Job Advertisement

**Job Function:** Senior Marketing Coordinator/Marketing Coordinator (Hybrid)  
**Location:** Kuala Lumpur, Malaysia  
**Department:** Marketing, Asia Pacific Office  
**Reports to:** Marketing Manager

- A. SUMMARY:** The Senior Marketing Coordinator/Marketing Coordinator will work on assigned projects and events performing end-to-end planning and execution of full spectrum marketing activities including, but not limited to, copy/content writing for various personalised messaging and channels, social media management, and analytics/reporting. This position reports to the Marketing Manager, APAC.
- B. KEY DUTIES & RESPONSIBILITIES:**
- Together with the Marketing Manager, APAC, develop comprehensive, UX-focused, and engaging marketing and social plans across all promotional platforms and channels:
    - Content-driven marketing: *Be able to identify, personalise, reuse, write and proof engaging content in various channels including email marketing and social media*
    - Campaign analytics: *Monitor and evaluate the effectiveness and ROI of implemented activities and be able to recommend/implement tactical changes based on campaigns performance*
  - Develop and deliver marketing and promotional strategies to meet project KPIs
  - Be able to manage and communicate expectations while working collaboratively with both internal and external stakeholders/partners/vendors
  - Be able to manage and work on multiple projects with timely delivery of all activities
  - Be flexible and adaptable when implementing strategies for assigned projects
- C. QUALIFICATIONS & REQUIREMENTS:**
- **Experience:**
    - Bachelor's degree or equivalent with a minimum three years of B2B/B2C marketing experience encompassing traditional and digital marketing
    - Preferably has a minimum of 2 to 3 years of experience managing/developing social media campaigns
  - **Essential Knowledge, Skills, and Competencies:**
    - Demonstrated skills in social media messaging and development
    - Detail-oriented with strong organisational and time management skills
    - Self-motivated and able to work independently
    - Strong team player who is enthusiastic, personable, resourceful, and able to manage multiple projects and deadlines
    - Being digitally savvy with strong knowledge of digital marketing and analytics across various platforms in APAC is a plus
    - Experience in event marketing is a plus
  - **Communication Skills:**
    - Excellent command of the English language is **compulsory**
    - Written and spoken ability in a second language in either Mandarin or Bahasa Malaysia is a plus
- D. BENEFITS**
- Opportunity for flexible working (hybrid)
  - If you enjoy long weekends, you will really appreciate our 9/80 schedule which allows for every other Friday off – that's 26 additional scheduled days off each year!
  - Comprehensive compensation and benefits package
  - Continuous learning and a chance to grow in a professional working environment
- E. HOW TO APPLY:** Send your CV and application to <mailto:apmktgrecruit@spe.org>