

Marketing Manager in Malaysia

Enjoy your job working for a business that brings impact to local communities with a fun team in a growing company that allows you to develop as an individual. This social enterprise was created to disrupt the cycle of poverty in Malaysia. They train women from low-income backgrounds to produce gifts and fashion accessories made from a traditional Batik fabric. They are looking for someone with a strong understanding of brand identity to help spread its message. While the Company takes enormous pride in the high quality of handmade fashion, gifts and home goods created by their artisans, people matter most.

The person best suited to this role will be interested in challenging themselves and able to work in a lively environment. The Marketing Manager will plan, organize and execute all of their marketing campaigns.

Responsibilities:

- Align marketing efforts with business metrics for each selling season
- Plan, organize, execute, measure, report and analyse all marketing and sales campaigns
- Manage and optimize website, SEO, client database, newsletter and social media to grow and engage the audience
- Coordinate promotional activities (merchandising, promotional materials, packaging)
- Create marketing content; write blogs and website copy, organize photoshoots, create mood-boards, etc.
- Propose new and creative growth strategies
- Develop relationships with influencers and media
- Research and submit for industry awards
- Assess partnership and collaboration requests
- Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate
- Keep up-to-date with the latest trends and best practices in marketing and measurement
- Other responsibilities available depending on personal interest

Requirements:

- Bachelor's Degree in Marketing or related discipline
- Proven experience in similar role (+7 years)
- Strong leadership skills and ability to plan, organize, execute, report and analyze
- Critical thinking
- Strong writing skills to effectively communicate the brand's message
- Adaptability in the ever-changing digital space and the ability to think like a consumer
- Superior attention to details, and ability to problem solve independently as well as to manage multiple projects simultaneously
- Excellent written and verbal communication skills (English; other languages are a plus)
- A creative mind with an ability to suggest improvements

For more information contact TransformationalSME@gmail.com