



PR/159121 | Senior Marketing (Digital Advertisements)

Job Information

Recruiter[JAC Recruitment Malaysia](#)**Job ID**

1544050

Industry

Railway, Airline, Other Transport

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

June 10th, 2025 10:55

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Company and Job Overview

Our client is a leading Malaysian company, operating a fleet of intercity buses and pioneering innovative e-mobility solutions, marketing strategies, and cutting-edge booking platforms. The office located in Kuala Lumpur and is looking for a talent to be a part of the marketing team, where you will implement innovative marketing strategies, enhance brand visibility, and foster customer loyalty.

Job Responsibilities

- Execute impactful paid digital advertising campaigns on platforms such as Facebook, Google, TikTok, and other relevant channels to attract high-quality leads.
- Create advertising materials, including creative content, copywriting, and landing page variations.
- Plan, manage, and implement comprehensive promotional campaigns to boost customer acquisition and sales conversion.
- Monitor, evaluate, and report on the performance of marketing campaigns to refine strategies.
- Collaborate with internal and external teams to ensure performance marketing strategies align with overall company objectives.
- Perform additional marketing tasks as required.

Job Requirements

- A Bachelor's Degree in Marketing, Communications, or a related field is preferred.
- Must have between 3 to 5 years of experience in a digital marketing or marketing agency role.
- Must have practical experience with Google Ads, Facebook Ads, Google Analytics, and Google Tag Manager.
- Good to have proficiency in SEO and SEM.
- Experience in creating images, video editing, and copywriting, proficiency with marketing analytics tools and tracking campaign performance, knowledge of full-funnel marketing strategies and managing multi-channel campaigns.
- To be considered for this role, the relevant rights to work in Malaysia are required. Candidates who require work pass need not apply.

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Company Description