

PR/161329 | Associate / Sr Associate, Marketing

Job Information

Recruiter
JAC Recruitment Malaysia

Job ID
1621694

Industry
Bank, Trust Bank

Job Type
Permanent Full-time

Location
Malaysia

Salary
Negotiable, based on experience

Refreshed
November 10th, 2026 10:40

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

About the company
A fast-growing fintech and digital lending platform focused on providing financing solutions to micro and SME businesses through technology driven credit assessment and lending services. The organisation operates in a dynamic startup environment with strong emphasis on innovation, digital transformation, financial inclusion, and customer acquisition. It leverages digital platforms, automation, and data-driven marketing to expand its market presence and drive business growth.

Responsibilities
Marketing Campaign Execution

- Execute approved marketing plans, campaigns, and go-to-market initiatives.
- Support business growth through sales and marketing activities.
- Monitor campaign performance and prepare KPI reports.
- Conduct competitor activity monitoring and market research.

- Coordinate internal marketing timelines, deliverables, and stakeholders.

Digital Marketing & Brand Management

- Execute digital marketing campaigns across social media, email, website, SEO, and SEM channels.
- Create and manage promotional and marketing materials.
- Ensure brand consistency across all customer touchpoints.
- Utilise AI and marketing automation tools to personalise campaigns.
- Coordinate with agencies, media partners, and vendors for campaign execution.

Media Relations & Corporate Communications

- Support media engagement and public relations activities.
- Assist in press release coordination and promotional communications.
- Maintain media databases and communication schedules.
- Support corporate branding and communication initiatives.

Events & Customer Engagement

- Organise and execute webinars, seminars, workshops, and customer events.
- Manage event logistics, registrations, vendor coordination, and promotions.
- Support sponsorship and partnership marketing initiatives.
- Conduct post-event follow-up and lead nurturing activities.

Content Development

- Develop content for social media, email marketing, events, and promotional campaigns.
- Prepare presentations, marketing collaterals, and customer-facing materials.
- Produce post-event summaries, recordings, and engagement content.
  .

Requirements
Education

- Bachelor's Degree in Marketing, Business, Communications, or related fields.

Experience

- 3-5 years of marketing experience with hands-on campaign execution.
- Experience within fintech, financial services, lending, banking, insurtech, or technology sectors is advantageous.
- Proven exposure to both digital and offline marketing campaigns.

Technical Skills

- Digital Marketing
- Social Media Marketing
- SEO / SEM
- Email Marketing

- CRM Systems
- Marketing Analytics & Reporting
- Microsoft Excel
- Marketing Automation Tools
- AI Marketing Tools

Soft Skills

- Strong project coordination and multitasking abilities.
- Effective stakeholder and vendor management skills.
- Strong communication skills in English and Bahasa Malaysia.
- Detail-oriented with strong execution capabilities.
- Comfortable working in a fast-paced, target-driven environment

#LI-JACMY
#countrymalaysia

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

Privacy Policy Link: https://www.jac-recruitment.my/privacy-policy
Terms and Conditions Link: https://www.jac-recruitment.my/terms-of-use

Company Description