



PR/159121 | Senior Marketing (Digital Advertisements)

募集職種

人材紹介会社

ジェイエイシーリクルートメントマレーシア

求人ID

1544050

業種

鉄道・航空・その他旅客輸送サービス

雇用形態

正社員

勤務地

マレーシア

給与

経験考慮の上、応相談

更新日

2025年06月10日 10:55

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ビジネス会話レベル

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

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.

#LI-JACMY

会社説明