

PR/161329 | Associate / Sr Associate, Marketing

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
1621694

業種
銀行・信託銀行・信用金庫

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
2026年11月10日 10:40

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
無し

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

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.
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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

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会社説明