

Marketing Project Manager/ Specialist

(Petaling Jaya, Selangor, Malaysia)

Calling for experienced marketers who aspire to make a difference in our clients' business with brilliant marketing ideas and impeccable project management skills.

About RA Marketing

Founded and lead by experienced media and marketing leaders, RA is a result-oriented marketing consulting firm. Our clientele spans across B2B and B2C industries and involves various digital and traditional media channels, tools, and technologies. You will gain end-to-end experience in multiple facets of marketing and entrepreneurship from both agency and in-house marketing department point-of-views. We value talent and willing to invest in training. Join our growing team (200% growth YOY) and gain more mileage for your marketing career.

Roles & Responsibilities:

- Understand clients' business model and priorities, identify marketing opportunities and propose solutions that will lead to measurable performance in leads, pipelines or sales.
- Formulate detailed marketing plans, set goals, and initiate execution plans: develop project tasks list and timelines, brief internal team and monitor progress, quality and performance to ensure success of marketing campaigns.
- Research and analyse client's products, businesses, competitors and industries and market to produce accurate, practical and strategic marketing solution.
- Collaborate with internal team (designer, copywriter, web developer, digital performance marketer and SEO), client product sales team, client sales management, brand owner regional marketing team, external agencies and other stakeholders to jointly deliver the result for the campaigns assigned.
- Manage, compile, monitor, report and analyse data for all marketing campaigns performance metrics to provide insights and recommendations to improve.
- Ensure accurate information and consistent branding on all sales & marketing collaterals: website, social media, company profile, etc.
- Respond professionally to assigned client account's requests within same day, manage their customer enquiries in a timely manner (incoming emails, forms

submitted, WhatsApp or instant messages during active campaign period, etc). Occasionally, if necessary, to call prospects to qualify and validate leads before routing to client.

(For manager position)

- Managing people and workload, coach, and lead project managers to excel in their work
- Drive process improvement and productivity. Explore and implement latest marketing tools, techniques, platforms to improve team performance.
- You will be the key person to lead and influence campaign success/failure and to deliver clients expectation on behalf of RA Marketing.

Requirements:

- **Education:** Candidate must possess Degree or Diploma in Marketing, Advertising, Media, Mass Communication, Multimedia (or) hands-on working experience in a marketing department. Additional certificate on digital marketing would be preferred.
- **Experience:** Minimum 3 solid years of experience working as a marketing person, preferably in a marketing/advertising/PR agency. Similar experiences will be considered.
- **Attitude:** Self-starter, open-minded, detailed, goal-oriented, analytical, leadership, commitment are necessary skills to excel in this position.
- **Ability to Learn & Analyse:** Proactively learn about clients' business, their competitors and industry dynamics, past campaigns, and the applicable marketing processes. You need to be able to grasp idea quickly, propose solutions, initiate, and complete planned actions.
- **Accountability:** able to own and lead (manager) or support (specialist) a project from initial goal to final result. Your performance will be measured mainly on # of leads generated and other equivalent metrics that can be used to justify marketing spending.

- **Communication Skill:** Good command of spoken and written in English. Additional command of language like Mandarin and Bahasa Malaysia will be advantageous. Able to prepare and present campaign progress to clients on regular basis.

Employment Benefits

- Remuneration package is based on experience and job market benchmarking
- Office starts at 9:30am, Monday to Friday only
- Young and fun culture with lots of learning opportunities
- Modern office with a spectacular view and cozy interior design
- Convenient location besides Asia Jaya LRT station and plenty of parking options
- Heavenly pantry with Nespresso machine, cooking station, variety of snacks and beverages
- General outpatient medical claim during probation, medical card after confirmation

Interested candidates may via email to hr@roseattractions.com the following documents with the subject: Application for Marketing Project Manager / Specialist Position

- (1) latest resume with recent photo
- (2) last drawn salary
- (3) expected salary
- (4) earliest commencement date / duration of resignation notice