

POSITION	Executive
DEPARTMENT	Marketing & PR
RESUME SUBMISSION	hr@insken.gov.my

In summary, the ideal candidates are responsible to coordinate and execute all aspects of marketing and Public Relations encompassing brand building, ATL and BTL advertising and promotion, social media management, Public relations and marketing collaterals. This includes assisting with the development of creative contents as well as the execution of marketing campaigns; and the management of digital platforms, social media and web content.

JOB DESCRIPTION

- Assist the Senior Executive and Head of Department with the preparation of annual comprehensive marketing & PR plan and budgeting
- Assist in planning and execution of all INSKEN's marketing materials and PR strategies
- Develop, manage and update all relevant marketing / PR materials (online and offline) such as INSKEN's website, brochures / flyers, social media platforms / presence, email marketing including digital marketing and advertising whilst ensuring all information current, accurate and branding are aligned with company CI.
- Provide editorial support, develop press releases, copywriting for Social media and marketing campaigns. Assist to improvise and offer suggestions for INSKEN's communication materials such as emailers, newsletter, magazine, website etc

- Assist in promoting and market all INSKEN's programmes and services to the potential entrepreneurs / clients, relevant agencies and business partners online and on ground
- Develop good working relationships with external parties such as the Ministry's Corporate Communication Dept, Media, A&P vendors etc.
- Assist in developing business/meeting materials including corporate slides presentation, corporate video, RFP /RFQ documentation and other supporting materials
- Filing and documenting all supporting materials/paperwork for Marketing and PR and to ensure all documentations are SOP complied
- Undertake special assignments, ad-hoc functions and related duties as and when assigned

REQUIRED SKILLS AND EXPERIENCE

- Degree holder with a minimum of 2 years' experience in marketing or Public Relations or Mass Communications preferably from the entrepreneurship training and development environment
- Hands-on experience in marketing, advertising, public relations, branding and event management
- Skills in Graphic designing & Video editing is an added advantage
- Excellent communication and interpersonal skills
- Professional level of written, listening and presentation skills
- High degree of initiative, flexibility and creativity
- Meticulous and able to work independently in fast-paced environment
- Possess strong organisational and planning skills, positive work attitude and able to work independently under pressure and within tight deadlines