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| <b>Department</b>   | Marketing & Public Relations             |
| <b>Job Title</b>    | Graphic Designer cum Marketing Executive |
| <b>Grade</b>        | D2                                       |
| <b>Reporting to</b> | Manager                                  |

## **JOB DESCRIPTION**

### **Responsibilities (Summary)**

- The person is responsible to assist and execute the Marketing & PR functions and other relevant programmes under the purview of INSKEN.
- Accountable for programme execution/implementation, monitoring and reporting.
- Participate in initiatives development tasks and follow-up on activities through completed.

### **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 onground.
- 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.

| <b>MINIMUM REQUIREMENTS</b>         |  |
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| <b>Education</b>                    | <ul style="list-style-type: none"> <li>• A Diploma with background of art &amp; design or any equivalents education background.</li> </ul>   |
| <b>Experience</b>                   | <ul style="list-style-type: none"> <li>• Candidates should have minimum of 2 years' experience in marketing or designing scope.</li> </ul>   |
| <b>Special Knowledge and skills</b> | <ul style="list-style-type: none"> <li>• Hands-on experience in marketing, advertising, public relations, branding and event management</li> <li>• Skills in Graphic designing &amp; Video editing is an added advantage</li> <li>• Excellent communication and interpersonal skills</li> <li>• Professional level of written, listening and presentation skills</li> <li>• High degree of initiative, flexibility and creativity</li> <li>• Meticulous and able to work independently in fast-paced environment.</li> <li>• Possess strong organisational and planning skills, positive work attitude and able to work independently under pressure and within tight deadlines. Strong analytical and problem solving skills.</li> <li>• Proactively employs strategic and critical thinking in solving issues and challenges – exhibit sound practical judgment.</li> <li>• Action-oriented, independent, self-motivated and highly driven.</li> <li>• Prepared to work long hours, under pressure and within tight deadlines.</li> <li>• Good-interpersonal skills and strong presentations abilities.</li> <li>• Ability to prioritise and organize work efficiently to meet deadlines.</li> </ul> |