

POSITION	Executive
DIVISION	Marketing & Public Relations
RESUME SUBMISSION	<a href="mailto:hr@insken.gov.my">hr@insken.gov.my</a>

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### JOB DESCRIPTION

- Assist the Manager 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

- At least diploma 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 digital marketing and social media advertising 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.