

Position : Marketing and Promoting Coordinator

Job type : Full Time

Location : HOPE Methodist Vocational Centre
(Sitiawan, Perak)



Job Puropose

He/She will be responsible for planning, designing, and executing marketing and promoting activities for our products and services. You will also work closely with other operation departments to ensure a smooth and successful delivery of our projects

Principal Duties:

- Develop and implement marketing and promoting plans, including setting objectives, strategies, budgets, timelines, and KPIs.
- Design creative marketing brochures or flyers, and using graphic design software.
- Coordinate with targeted market segments and outsourcing partners to identify opportunities, generate leads, and increase brand awareness.
- Manage and monitor the performance of marketing and promoting campaigns, using data analysis and feedback tools to measure effectiveness and ROI.
- Conduct post-activities follow-up and correspondence with customers, partners, and stakeholders, ensuring satisfaction and loyalty.
- Strategize to meet the KPIs and goals, providing guidance, support, and feedback.
- Liaise closely with other operation departments, and to ensure alignment and collaboration

Requirements:

- Diploma or Bachelor's degree in marketing, communication, design, or related field.
- At least 2 years of experience in marketing and promoting, preferably in a similar industry.
- Excellent communication, presentation, and interpersonal skills, with the ability to work effectively with diverse audiences and stakeholders.
- Creative, innovative, and proactive, with the ability to generate and execute new ideas and solutions.
- Strong analytical, organizational, and project management skills, with the ability to multitask and prioritize under pressure.
- Proficient in Microsoft Office, and various marketing and promoting tools and platforms.

Please send your updated curriculum vitae (C.V.) via email to (Ms) Seak Paey Ling [seak.paeyling@mcoe.edu.my]