

## **Assistant Marketing Manager**

### **Job Description**

- Responsible for the development and supervision of all Marketing, Communications & E-Commerce strategies for the company.
- Oversee the development of Marketing goals, strategies, and implementation plans to execute comprehensive Marketing campaigns.
- Developing and executing a results-driven, multi-platform communications strategy and plan in line with corporate and brand direction while reflecting local priorities.
- Creating and managing all Marketing materials and collateral in line with the brand directions.
- Implementing Digital Marketing activities including social media, SEO/SEM, demand generation, lead generation, etc.
- Tracking effectiveness of various campaigns and course corrections as required.
- Managing communications budget and working with vendors and agencies to create and/or localize communications and marketing activities and develop supporting assets
- Leading the planning and implementation of PR, events and partnership initiatives related to the brand.

### **Role Requirements**

- Possess a Degree in Marketing, Communications or related fields.
- Has a minimum of 6 years working experience in Marketing, preferably in the retail industry.
- Team leader / people's management experience.
- Excellent verbal and written communications skills in English & Bahasa Malaysia.
- Possess digital marketing, event planning & public relation skills.
- Strong in leadership, organized, meticulous with problem solving skills.
- High initiative, independent, KPI-driven and ability to thrive in a fast-paced and dynamic environment.
- Ability to work well with employees at all levels.
- A hands-on person that is proactive, driven, and resourceful.

Interested candidates, please send in your application via email to [myrecruit@petloverscentre.com](mailto:myrecruit@petloverscentre.com) (attach with your recent passport size photo, as well as stated your expected salary in your resume).