



**Mitsubishi Motors Malaysia Sdn Bhd** is the official distributor of Mitsubishi Motors vehicles in Malaysia. As one of Malaysia's leading automotive company, Mitsubishi Motors Malaysia is committed to produce and sell vehicles that are technologically advanced, high in quality, performance, safety and comfort.

We invite suitable talented individuals who are result-oriented, fast-paced and committed to join us as:

## **ASST. MANAGER/MANAGER – DIGITALIZATION** **(based in Shah Alam)**

To assist and support the Digital in the operations, sales, control functions with regards to the Digital channel and align all objectives to deliver the digital ambition of Company. Towards achieving the strategic ambitions with regards to the digital sales and its associates, implement and help formulate the initiatives and goals of the department/ function

### **Responsibilities:**

#### **External Digitalization**

- Creating an ecommerce strategy and other digital sales strategies to enhance customer experience
- Drive ongoing adoption of digital channels by working closely with various departments to ensure internal programs/initiatives are aligned with their needs to provide the best experience to our external and internal customers
- Leads multiple, simultaneous digital/technical work streams, liaising with other teams for planning, knowledge management and standards development
- Monitor the performance of digital applications based on customer feedback and cases, and lead teams to correct issues in a timely manner
- Lead team to ensure all developed dashboards, tracked KPIs and analytics provide useful information and actionable feedback
- Create a digital experience platform to assess customer feedback, data, and analytics, as well as improve the overall digital experience and customer experience based on analytics and derived insights.
- Managing and analysing the customer life cycle and the digital experience life cycle with insights and data

#### **Internal Digitalization**

- Develop and drive the company's overall digital transformation strategy and roadmap
- Review existing internal business processes and identify areas of improvement
- Assist with the development of new fit-for purpose digital solutions to improve operational efficiency and improve service level
- Champion the digital transformation tools and conduct training to relevant departments within the organisation
- Keep up-to-date digital trends and best practices
- Build and develop in-house digital capabilities to help the company maximise returns

#### **Human Capital Management Department**

Mitsubishi Motors Malaysia Sdn. Bhd. (680028-M)  
Level 6, Building A, Dataran PHB, Saujana Resort, Seksyen U2  
40150 Shah Alam, Selangor Darul Ehsan  
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**Requirements:**

- Degree holder in any relevant discipline or certification
- Minimum 5-6 years experiences in Digital team
- Team management experience preferred
- Have experience in deploying customer application required
- Good knowledge in UX/UI design, responsive design partner management and analytics is preferred
- Expertise in marketing data automation, customer relationship management & loyalty programme tools is an added advantage

Interested applicants are invited to write-in, fax or email a detailed resume stating qualifications with a recent passport-sized photograph to:

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