



**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:

## **ASSISTANT BRAND MANAGER - MARKETING COMMUNICATION**

(based in Shah Alam)

### **Responsibilities:**

- Plan, manage, and optimize integrated digital/non-digital campaigns across multiple channels based on market segments to strengthen brand presence and drive business growth.
- Be the key driver of creative concept planning and work closely with media, advertising, creative and event agency to implement effective campaigns across various consumer touch points.
- Monitor, review and prepare regular reports of campaign performance with granular tracking across relevant KPIs.
- Propose improvement plan using data and feedback from existing and previous projects.
- Work collaboratively and cross functionally with Sales Planning, Product and Operations teams to establish strong understanding of the target demographic and market sentiment to strategize a multi-channel acquisition plan.
- Work within given budget and ensure optimum utilization of funds through close monitoring and regular analysis
- Conduct consumer / market research to understand the automotive market landscape, customer behaviors and competitor's activities for setting communication strategy.
- Oversee and expand MMM social media presence, including study and adopting new social media trend and platforms.

### **Requirements:**

- Bachelor Degree in any related discipline.
- Minimum 3 years of brand and marketing experience.
- Project management skills and the ability to lead project management discussions.
- Team player who takes personal ownership of assigned tasks.
- Excellent communication, analytical and presentation skills.
- Comfortable working independently under quickly changing conditions and priorities, can manage multiple projects simultaneously.
- A hunger for continuous learning and improving marketing best practices

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

### **Human Capital Management Department**

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