



**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:

## **INTERNSHIP – MARKETING COMMUNICATION** **(based in Shah Alam)**

### **Responsibilities:**

- To assist in planning and executing marketing campaigns.
- To collaborate with internal teams to help progress a project.
- To perform other routine and ad-hoc tasks as required.
- To ensure timely execution of event coordination with all parties (internally & externally) within budgeted cost
- To act as the point of contact and communicate event status to all parties.
- To prepare post mortem analysis upon completion of each event.
- To assist on-site operations during event when required.
- Liaise with social media agency for planning and development of new content to drive new followers & engagement.
- To review weekly/ daily social posting.
- To explore and manage brand collaborations content for MMM social media platform.
- To observe and analyse trends in social media and community marketing.
- To support MarComm team on planning, coordination and implementation of product campaigns. Eg: POSM/ Digital Ads/ Video Production/ Influencer Management etc.
- To observe, review, and analyse competitors' activities, such as campaigns, promotions and product launches.
- To manage and execute planned campaigns with KOLs.
- To track, evaluate post campaign and recommend future opportunities.

### **Requirements:**

- Bachelor's Degree in Marketing or PR/ Communications equivalent.
- Able to commit for a minimum of 3 to 6 months starting from Jan/Feb 2023 onwards.
- Strong self-organization and high achiever.
- Able to understand and execute instructions accurately and in a timely manner.
- Strong communication skills and possess a can-do attitude.
- Strong command of English & Bahasa Malaysia.
- Willing to travel for events.

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**  
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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