



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 MANAGER - MARKETING COMMUNICATIONS

(based in Shah Alam)

Responsibilities:

- Assist Brand Manager on planning and implementing integrated marketing campaigns.
- Develop the annual event calendar, execute the ATL, BTL marketing and PR activities.
- Responsible for events planning and management. Seeing through the plans from planning to execution and ensuring KPIs are met.
- Work collaboratively with Product and Operations teams to establish strong understanding of the target demographic and market sentiment to strategize event plan.
- Manage and oversee social media content to drive brand awareness, engagement and conversion.
- Work within given budget and ensure optimum utilization of budget through close monitoring and regular analysis.
- Review and analyses campaign performances against goals and propose improvement plan.
- Prepare periodic reports for management review.
- Initiate new ideations and concept to drive brand's objectives.
- Assist in all projects where relevant within the marketing communication department.
- Traveling is required.

Requirements:

- Bachelor Degree in any related discipline.
- More than 2 years' experience in brand/ marketing/ event management will be an advantage.
- A keen eye for detail, and exceptional project management skills.
- Proficient in Microsoft Office Applications (Excel, PowerPoint, and Word).
- Excellent communication and presentation skills.
- Hands-on, self-driven, independent, reliable and able to work well in a team.
- Must be agile and comfortable working in a fast-paced environment.

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
Tel: 03-7680 6688 | Fax: 03-7622 2238
Website: www.mitsubishi-motors.com.my
E-mail: hr@mitsubishi-motors.com.my