



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, committed and can work as a team to join us as:

HEAD OF DEPARTMENT – BRANDING & MARKETING (based in Shah Alam)

The Head of Department, Branding & Marketing leads brand strategy, integrated marketing campaigns, and market intelligence to strengthen brand positioning and business growth.

Responsibilities:

A. Brand Management & Governance

- Define, refine, and uphold brand strategy, positioning, architecture, and identity across all touchpoints.
- Ensure consistent brand messaging, tone, and communication standards across all channels.
- Track and analyze brand performance metrics (awareness, perception, equity) and translate insights into improvements.

B. Annual & Mid-Long Term Marketing Planning

- Develop and execute annual and strategic marketing plans aligned with business objectives.
- Translate marketing strategy into integrated campaign plans, timelines, and channel coordination.
- Manage marketing budgets and evaluate campaign effectiveness, ROI, and prioritization scenarios.

C. Market Intelligence & Analysis

- Conduct market, consumer, competitor, and environmental analysis to support strategic decision-making.
- Develop segmentation, funnel analysis, forecasting, and customer insights to guide marketing direction.
- Translate data and insights into actionable recommendations for campaigns and targeting strategies.

D. Brand Communication & Execution

- Lead planning and execution of integrated marketing campaigns across ATL, BTL, digital, and experiential channels.
- Manage agency coordination and ensure consistency of creative assets and brand messaging.
- Oversee cross-channel integration and alignment with sales, operations, and customer engagement teams.

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



E. PDCA & Performance Review

- Establish and manage campaign KPIs, measurement systems, and performance dashboards.
- Monitor campaign performance, prepare reports, and ensure real-time optimization actions.
- Drive continuous improvement through PDCA cycles, including ROI tracking and campaign adjustments.

F. Innovation & Growth Support

- Identify and develop new marketing ideas, campaigns, and brand engagement initiatives.
- Explore new markets, segments, and growth opportunities through structured experimentation.
- Support execution of innovative and experiential marketing approaches to drive brand growth.

Requirements:

- Bachelor's Degree in Marketing, Business, or related field.
- Minimum 5–8 years of experience in branding, marketing, or integrated campaign management.
- Experience in automotive industry or high-ticket consumer products is an added advantage.
- Strong understanding of branding, campaign execution, digital marketing, and media channels.
- Analytical mindset with ability to interpret campaign and performance data.
- Good project management, communication, and stakeholder coordination skills.
- Knowledge of CRM, customer lifecycle, KPI tracking, ROI measurement, and cross-channel integration.
- Proficient in Microsoft Excel, PowerPoint, and Word.

Interested applicants are invited to write-in, fax or email a detailed resume stating qualifications and experience, current and expected salary together with a recent passport-sized photograph to:

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