



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:

MANAGER – BRANDING & MARKETING (based in Shah Alam)

The Manager, Branding & Marketing supports brand strategy, marketing campaigns and customer engagement to strengthen brand positioning and business growth.

Responsibilities:

A. Brand & Marketing Management

- Support the development, refinement, and execution of brand positioning, value, architecture, and identity guidelines.
- Execute annual plans, translate strategy into campaigns, and coordinate cross-channel activities.
- Assist in monitoring brand health metrics (awareness, perception, equity) and provide reporting insights.

B. Market Intelligence & Analysis

- Conduct market research, competitor analysis, and consumer behavior studies (PEST, trends, benchmarking).
- Support segmentation, funnel analysis, and customer insights development for targeting strategies.
- Assist in translating data into actionable marketing recommendations and performance insights.

C. Brand Communication & Execution

- Support execution of integrated marketing campaigns across ATL, BTL, digital, CRM, and experiential channels.
- Coordinate with agencies and internal teams to ensure timely delivery of creative assets and campaign materials.
- Ensure consistency of messaging and support cross-channel campaign integration and content execution.

D. PDCA & Performance Review

- Support implementation of campaign tracking, KPI monitoring, and reporting dashboards.
- Assist in campaign performance analysis, reporting, and optimization recommendations.
- Support continuous improvement initiatives through PDCA cycle and real-time campaign adjustments.

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. Innovation & Growth Support

- Support ideation and execution of new campaign concepts, marketing experiments, and brand initiatives.
- Assist in identifying new growth opportunities, segments, and market exploration.
- Support adoption of innovative, digital, and experiential marketing approaches.

Requirements:

- Bachelor's Degree in Marketing, Business, or related field.
- Minimum 3–5 years of experience in branding, marketing, or integrated campaign management.
- Experience in automotive industry or fast-paced consumer product environment is an added advantage.
- Strong understanding of branding, campaign execution, media channels, and digital marketing.
- Analytical mindset with ability to interpret campaign and consumer 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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