

We are Hiring!



Position: Business Development & Marketing Associate
Reports to: Communications & Marketing Manager, Malaysia
Location: Kuala Lumpur

Posted: July 2023

**Non-Malaysian candidates must have the right to work in Malaysia*

Are you a self-starter interested in building a regional career?

Interested in shaping the mindsets and behaviours of public, private, and civil sector leaders?

Seeking to work at the intersection of business, sustainability, and public policy with a dynamic company at the forefront of executive education?

Want to promote more sustainable and inclusive approaches to business, strategy, and policymaking in Hong Kong, Malaysia and across Asia?

The Global Institute For Tomorrow (GIFT) is an independent pan-Asian think tank with offices in Hong Kong and Kuala Lumpur. Through our unconventional approach to executive education and advisory services, we advance a deeper understanding of the shift of influence from the West to Asia, the dynamic relationship between business, society and the state, and the reshaping of the rules of global capitalism. Our proprietary curriculum and learning methodology cultivate the leadership mindsets and behaviours required to redesign society in the 21st century. www.global-inst.com

Job Description

As Business Development & Marketing Associate, you will be contributing to (1) business development efforts in lead generation and management, and (2) marketing efforts through the management of the website, newsletters, social media and all branding assets. You will be responsible for producing visually appealing and innovative graphics, videos, and other multimedia materials to promote GIFT's programmes, services and initiatives. Business Development & Marketing Associate's roles and responsibilities include:

Business Development

- Manage and update lead database
- Conduct research to find new leads and opportunities
- Assist in preparing BD collaterals such as BD emails, concept notes and pitch decks

Marketing

- Work closely with the Marketing Manager to plan, write and develop engaging content for GIFT's website, newsletters, social media and other relevant marketing materials such as articles and brochures
- Create visually appealing and innovative graphics, videos, and other multimedia materials
- Assist Marketing Manager to manage social media platforms, including compiling analytics and monitoring performance
- Assist Marketing Manager to manage GIFT's newsletters, including compiling analytics and monitoring performance
- Assist with event planning and other marketing activities as needed
- Work closely to develop and execute targeted marketing campaigns

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Skills and Qualifications

- 1-3 years' work experience, with a focus on business communications, marketing, client relations, preferably with a services company
- Degree in communications, marketing, business administration or relevant discipline is an advantage
- **Excellent English writing and editing skills** - as near to journalistic standards as possible, with experience in drafting for a variety of channels including websites and social media. Fluency in Mandarin and/or Bahasa is a plus
- **Technologically savvy**, hands-on experience with all Microsoft 365 applications; familiarity with HubSpot, MailChimp, WordPress, and graphic design and video editing skills are a plus
- **Experience with and an understanding of social media**
- **Understanding of digital marketing**, such as SEO.
- **Familiar with event concepts, organisation and management** to support, promote and deliver GIFT and partner events
- **Intellectually curious** and able to quickly develop the necessary understanding of a wide range of topics pertinent to GIFT's business so as to be able to provide value-add support, such as understanding macro trends, insights into Asia, sustainability, geopolitics / international relations, development issues, policy making, leadership development, organisational development, etc.
- **Takes ownership of tasks**, ensuring tasks are run smoothly; includes the ability to work independently, manage timelines, meet deadlines, multitask, prioritise, and document everything for easy access and future reference
- **Interpersonal skills**, including self-confidence, effective communication with internal and external stakeholders across cultures, active listening, relationship management and the ability to collaborate well as part of a team

Benefits of the Role

- A fulfilling and challenging position within a dynamic, purpose-driven company that asks you to think, discover, learn, and grow, with a truly regional focus and exposure
- Constructive, stimulating, and fun work environment that emphasises new ideas and personal initiative
- Chance to work on purpose-driven projects for government and business with far-reaching social impact
- Contribute to the organisational transformation of client companies and government agencies
- Competitive remuneration and employment benefits; ample room for career growth in a regional role and with a global mindset

To apply, please send your CV and a covering letter to vnair@global-inst.com

All information provided will be used for recruitment purposes only