

We are Hiring!



Position: Marketing Manager (MM)
Reports to: Managing Director – Hong Kong
Location: Kuala Lumpur

Posted: Sep 2021

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 model generation, strategy, and policymaking in Malaysia and across ASEAN?

The Global Institute For Tomorrow (GIFT) is an independent pan-Asian think tank with offices in Hong Kong and Kuala Lumpur. Through our non-traditional 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 proven learning methodology have been developed over 15 years, working with 2,000+ alumni in 80 countries, to cultivate the leadership mindsets and behaviours required to redesign society in the 21st century. www.global-inst.com

Job Description

As MM you will undertake marketing projects to support the business development and sales efforts at GIFT. You will organise creative campaigns and events to promote GIFT on suitable platforms and bring forth a strong arsenal of techniques and methods to promote our services and public image. The goal is to reach out to the market and cultivate client interest in our offerings in ways that strengthen our reputation and facilitate our continuous growth.

Marketing duties:

- Develop strategies and tactics to get the word out about our company and build qualified leads through online and offline channels, such as speaking engagements, exposure at different events, digital marketing, etc.
- Produce marketing collateral (including design, creation, copy writing, etc) such as visuals, videos, landing pages for GIFT's website, social media, blog, email marketing, press releases, brochures, etc. through leveraging engaging GIFT content that attracts and converts target groups
- Manage and coordinate with vendors where necessary to maintain GIFT's website, design collateral and optimise digital marketing strategies
- Organise and oversee advertising/communication campaigns (social media, offline, etc.), exhibitions and promotional events
- Monitor progress of website, campaigns and marketing initiatives using various metrics and submit reports of performance
- Budgeting and cost management to ensure marketing effectiveness with the highest ROI
- Collaborate with the management team to execute strategy, prepare budgets, monitor expenses as well as effectiveness of campaigns
- Liaise with teams in Hong Kong and Kuala Lumpur to support sales efforts of various offerings and ensure programmes, reports, articles, etc are publicised effectively

Honest Inquiry · Asia's Worldview · Ideas to Action

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Skills and Qualifications

- At least 5 years' work experience, with a focus on marketing, client relations and business communications, preferably with a services company
- BSc/BA in marketing, business administration or relevant discipline is an advantage
- Fluency in English, Bahasa &/or Mandarin (fluency in other Asian languages is a plus) with good **English writing skills**
- **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
- **Organisational skills** to ensure marketing plans and strategies run smoothly; includes the ability to work independently, manage timelines, meet deadlines, multitask, prioritise, and document everything for easy access and future reference
- **Problem-solving** to gather information, weigh the associated pros and cons and then formulate the best solution for our marketing efforts leveraging on market research techniques, data analysis and statistics methods
- **Creative and design skills** to apply it to marketing and advertising collaterals
- **Reporting skills** to coordinate with clients and team members to set expectations, align on objectives, collect and analyse data, and convey information clearly to meet project deliverables
- **Budget management** to create viable budgets, track costs, produce basic spreadsheets and make recommendations on reasonable marketing expenditure
- **Technologically savvy** hands-on experience with all Microsoft 365 applications; familiarity with Adobe Photoshop, WebTrends, CRM, Slack, and video editing skills is a plus
- **Web development** skills, specifically experience with **WordPress**, to keep GIFT's website up to date, add pages and sections as needed, monitor website performance, and liaise with external website vendors effectively
- **Digital marketing tools**, specifically proficiency in **HubSpot Sales and Marketing Pro** to actively develop new leads and grow GIFT's client pipeline. Familiarity with other web analytics tools is a plus

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 truly regional focus and exposure
- Constructive, stimulating, and fun work environment that emphasises new ideas and personal initiative
- Opportunity to support transformation of programme participants and client organisations, as well as meaningful sustainable business projects with far-reaching social impact
- Scope to work independently and contribute to strategic decision-making impacting business success
- Competitive remuneration and employment benefits; ample room for career growth

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

All information provided will be used for recruitment purposes only