

Communications & Marketing Executive

Reports to: Communications & Marketing Manager

Location: Kuala Lumpur, Malaysia **Non-Malaysian candidates must have the right to work in Malaysia*

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

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

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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 Communications & Marketing Executive, you will be assisting the Communications & Marketing Manager in enhancing GIFT's profile, reputation and brand, and supporting the organisation's strategic priorities and business development initiatives. This will be achieved by designing and implementing innovative and sustained communication and marketing plans that delivers GIFT's key messages externally through a variety of channels. The goal is to reach out to the market and cultivate client interest in our services in ways that facilitate our continuous growth.

Communications and Marketing duties:

- Ensure GIFT's thought leadership and messages on specific initiatives and projects are promoted through relevant channels externally; helping to articulate GIFT's positioning and get the word out about our organisation
- Communications planning and promotion of key business services and initiatives to generate business leads and support the growth of the business through online and offline channels such as speaking engagements, exposure at different events, etc.
- Manage, develop messaging and produce content for a variety of channels including social media, blogs, newsletters, marketing collateral, videos, website, emails, press releases, brochures, etc. through leveraging GIFT content
- Manage and coordinate with vendors where necessary to maintain GIFT's website, design collateral, produce videos, etc.
- Liaise with teams in Hong Kong and Kuala Lumpur to support sales efforts of various offerings and ensure programmes, reports, articles, speaking engagements, etc are publicised effectively

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