

SOCIETY OF PETROLEUM ENGINEERS
Job Description

Job Title: Assistant Marketing Manager
Location: Kuala Lumpur, Malaysia
Department: Marketing, Asia Pacific Office
Reports to: Marketing Manager

Job Description

A. SUMMARY: The Assistant Marketing Manager must have an exceptional understanding of end-to-end marketing and PR best practices across digital, print and other available platforms.

B. KEY DUTIES & RESPONSIBILITIES:

- Independently develop comprehensive, UX-focused and engaging marketing and PR plans across all promotional platforms
- Content-driven marketing and campaign analytics: Monitor and evaluate the effectiveness and ROI of implemented activities and be able to provide / recommend strategic tactical changes based on performance analytics
- Manage and execute written and personalised communications for promotional pieces, advertising, PR, and digital content
- Is flexible and adaptable when implementing strategies

C. QUALIFICATIONS:

1. Education & Experience

- a. Minimum of 8 to 10 years of B2B marketing experience encompassing print, digital and PR strategies.

2. Communication Skills:

- a. Excellent command of the English language is compulsory.
- b. Written and spoken ability in a second language in either Mandarin or Bahasa Malaysia is essential.

3. Other Skills & Abilities:

- a. Extensive knowledge and demonstrated skills in B2B marketing across traditional, print and online channels.
- b. Is digital savvy with strong knowledge of digital marketing and analytics across various platforms in APAC.
- c. Detail oriented with strong organisational and time management skills.
- d. Possess strong business acumen with excellent project management skills.
- e. Good communications and presentation skills.
- f. Self-motivated, team player, personable and resourceful.
- g. Able to work independently.

D. REPORTING PROCEDURES: This position reports to the Marketing Manager, APAC

E. REMUNERATION:

- Competitive base salary and comprehensive compensation and benefits package
- Continuous learning and a chance to grow in a professional working environment

F. HOW TO APPLY: Send your CV and salary request to apmktgrecruit@spe.org

Note: *The content of this job description may be amended to reflect the role and responsibilities of the position which may be reviewed from time to time.*