

Business Marketing & Content Creator

Work Scope

Helping companies to promote the products and services to the customers. You will be in charge of attracting site traffic, converting that traffic into new leads for the business, and nurturing those leads to close into customers.

To conduct relevant market research, product analysis, communications, to create necessary contents in writings or visuals to convey intended information in clear and concise manner. Creations done in forms of presentation slides, flyers & brochures, write up product info, digital banners or even proposals for usage in email marketing, leads generation, assisting in touching up visual and info experience in the company products and services.

Basic Responsibilities

1. Collaborating with sales, marketing, advertising, product design and development team members to plan promotional marketing campaigns.
2. Editing and polishing existing content to improve readability.
3. Creating compelling headlines and body copy that will capture the attention of the target audience.
4. Producing a brand style guide that best captures the company or client's voice and mission
5. Helping team leads set, allocate and monitor the budget of each project.
6. Conducting market research to determine a target audience's needs, wants, habits, interests and other relevant factors used in creating targeted marketing campaigns.
7. Researching previous successful campaigns to understand what worked, what didn't and what can be improved
8. Reviewing the progress and success of a campaign, making adjustments or pitching ideas for new campaigns as necessary.
9. Conducting in-depth research on industry-related topics in order to develop original content.
10. Developing content for blogs, articles, product descriptions, social media, and the company website.
11. Proofreading content for errors and inconsistencies.
12. Organize and prepare contents in structured form

Required Skills / Abilities

1. Excellent in both written and verbal - fluent in English, Bahasa and Mandarin are an added advantage.
2. Basic marketing knowledge
3. Excellent communication and sales skills
4. Build rapport and Good negotiation skills

5. Time management and planning skills
6. Good at teamwork, and able to work independently
7. Analytical and problem-solving skills
8. Establish realistic and actionable planning to meet deadline
9. Communication on expectation of outcome

Qualification / Background

1. Bachelor's Degree/ Master in Marketing, Business or related field
2. Willingness to travel