

JOB VACANCY

<i>Job title:</i>	Marcom Executive (Digital Marketing)
<i>Job descriptions:</i>	<ol style="list-style-type: none">1. Assist in the creation of all marketing and communications activities such as marketing collateral production, advertising and promotional programs2. Assist with fulfillment of marketing promotions and execution of marketing events3. Writing and editing support for all outbound communication including email, promotional materials, collateral updates, reports, training materials and presentations4. Assist with the implementation of CSR programmes when required5. Perform analysis of marketing and sales data6. Seek and analyze competitor marketing and sales materials both on and offline7. Supports the digital team' efforts in marketing campaigns, social media efforts, website maintenance and management8. Write and optimise content for the website and social networking accounts such as Facebook, and continually work on the Search Engine Optimisation of the website9. Track and analyse website traffic flow and provide regular internal reports10. Edit and post videos, podcasts and audio content to online sites11. Support in writing engaging written or graphic content for digital marketing campaigns12. Identify and explore new trends in social media, digital marketing and marketing automation. Evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing.13. Work on printed material to supplement online products
<i>Number of vacancy:</i>	1
<i>Locality:</i>	Island Hospital Sdn Bhd- Macalister Road, Penang.
<i>Contact person and email/ phone numbers:</i>	Ms. Umairah : hrrecruit@islandhospital.com 04-2288222/ 04-2383315
<i>Special requirements:</i>	<ol style="list-style-type: none">1. Diploma / Advanced Diploma / Bachelor's degree in Marketing, Business, Mass Communications, Public Relations or equivalent2. Good interpersonal, personal and communication skills3. Excellent command of written and spoken English4. Good command of written and spoken Mandarin and / or a third language an advantage5. Effective research, presentation and writing skills

6. Outgoing personality, excellent people skills, good teamwork and communication, organisation and planning skills
7. Pro-active and able to work independently with minimal supervision, eye for details and a team player
8. Ability to work under pressure to meet targets and short deadlines
9. Fulfill extra hours if needed on assignments
10. Experience in collateral production, marketing and PR activities, and project management are an advantage
11. Computer skills with proficient in MS Office applications (Adobe Photoshop and other design skills an advantage)