

Marketing Manager

We are looking for a Marketing Manager to lead, plan and execute integrated marketing campaigns, build Talent Trust's brand and strengthen our position in the Christian community.

You have integrated marketing experience with strong end-to-end campaign know-how and a growth-mindset to deliver integrated marketing programs that drive brand awareness.

If you love the rewarding challenge of building a brand, we want you.

What you will be doing

- Identify business metrics and goals that will drive new customers and new policy growth.
- Develop strategies and tactics to get the word out about our company and drive qualified traffic, new business leads.
- Develop and deliver successful marketing campaigns and own the implementation from ideation to execution.
- Automate email marketing, lead generation, word of mouth and social media to drive meaningful engagement.
- Develop a content distribution strategy for engaging our community across our website, social media, and email marketing.
- Manage company brand and online reputation thereby increasing brand awareness and market share.
- Promote our brand through conferences and major missions-related events.
- Manage, develop and implement promotional materials such as marketing collateral, video, written copy, graphic design, and print.
- Measure effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly.
- Create simple reporting mechanisms that allow leadership to recognize the impact of Talent Trust's marketing services and make decisions quickly.
- Deliver sustainable demand and qualified sales leads.
- Build on the awareness and ownership of our brand, mission, and vision with internal teams.
- Day-to day agency management of external partner agencies (website development and creative).

Please note that if you are called for an interview, you will be given a case study and asked to present your thoughts. You will be given enough time to review the case study before the interview.

Who are you

We will only consider Malaysian candidates.

This position is based in Penang.

- Relevant Bachelor's degree.
- A minimum of 5 years of marketing experience and a minimum of 2 years experience as a marketing manager responsible for marketing strategies, channels, and branding.
- A track record of successful marketing campaign launches including proven experience building strategy, reviewing performance data, and making optimizations.
- Experience with multi-channel, data-driven lead generation campaigns.
- Experience using CRM/marketing tools for automation, reporting, campaign analysis, and reporting results.
- Creative mind with superb written and verbal communication skills.
- Good at ideation and working collaboratively with others.
- Self-starter with strong problem-solving ability and comfortable making decisions with limited information and resources.
- Solid project management capabilities; process-oriented with good end-to-end follow-up skills and an eye for detail.
- An eye for good design.
- Resourceful and able to seek out support, resources, and answers independently.
- You are an active disciple of your Christian Faith.

Nice to Have

- Understanding of the StoryBrand framework.
- Previous experience with word of mouth campaigns.