

MEASAT SATELLITE SYSTEMS SDN. BHD.
Executive – Corporate Communications

SCOPE OF RESPONSIBILITIES

Detail-oriented: Pay close attention to details to ensure accuracy and quality
Strategic Storytelling: Use design, imagery, and copywriting strategically to build
MEASAT / CONNECTme presence on digital / social media and through marketing
campaigns.

1. Creative Development:

- Generate ideas and create content, including videos, ads, campaigns for the website, social media, presentations, brochures, exhibitions, and events.

2. Campaign Management:

- Work with supervisor to develop, execute, and monitor initiatives to increase conversions and marketing ROI from digital and on-ground marketing campaigns.
- Work closely with internal teams, agencies, media buyers, and other stakeholders to ensure digital and on-ground campaigns improve visibility and drive conversion goals.
- Generate weekly and monthly performance reports and analyze campaign effectiveness.

3. Digital Advertising:

- Manage digital advertising campaigns (SEM, Display, Social Media, Programmatic).
- Research market trends, audiences, competitors, and consumer journeys to drive engagement and conversions.

4. Quality Assurance: Ensure high-quality work and meet deadlines

5. Others: Support the department with other tasks as needed

REQUIREMENTS (Education, Experience, Skills, Attributes / Behaviors, Others)

1. Education:

- Degree holder in Advertising, Multimedia Management, Marketing, Graphic Design or equivalent.

2. Experience:

- At least 2 years of working experience in Corporate

Communications/Advertising/Marketing Communications/Public Relations/Digital Marketing or a related field.

3. Skills

- Knowledge of marketing techniques and digital marketing channels and tools.
- Proficient in Adobe Creative Suite (Illustrator, Photoshop, Premier Pro) for shooting, editing, and producing video and graphic content or equivalent.
- Knowledge of HTML, CSS, and basic web design principles is an added advantage.

4. Attributes / Behaviours:

- Team player who can work well with others and independently.
- Strong interpersonal and persuasion skills; able to build relationships across multiple teams and partners/agencies.
- Self-driven and analytical, with experience working in a fast-paced environments with tight deadlines.