

## **Executive, Advertising & Promotion**

### **Responsibilities:**

- Assist in the planning & execution of Advertising & Promotion activities.
- Assist in liaising with advertising agency for acquisition of advertising space and channels to ensure PR1MA advertising has the most impact and reach.
- Assist in liaising with agencies that provide creative assistance and ensure that deliverables to be used in Advertising & Promotion efforts are accurate and adhere to corporate standards.
- Assist in the coordination and implementation of the advertising and promotion programs and items.
- Assist the process of copywriting, editing, proofreading and reviewing documents deliverables.
- Assist in liaising with the internal workforce of PR1MA to ensure fluidity in company functions and events.

### **Requirements:**

- Bachelor's Degree in Marketing/ Business/ Communication Studies or equivalent.
- Minimum 3 years relevant working experience/skills.
- Age 26 – 28 years old preferably.
- Strong written and verbal communication skill.
- Good consumer and product awareness.
- Good interpersonal skills and ability to work with a wide variety of people.
- Ability to multitask and handle several situations and people simultaneously and be a team player.