

## **Manager, Advertising & Promotion**

### **Responsibilities :**

- Maintaining and updating the marketing and communications plan for all Below the Line (BTL) deliverables for the company.
- Assist in making sure the objectives and goals of the Below the Line (BTL) marketing and communications plans are realistic and achievable and address all the relevant stakeholders.
- Work closely with the external creative agencies and in house designers in conceptualizing and materializing the final visual and concept for all marketing campaigns for the company.
- Work closely with respective product owners in drafting, editing, reviewing and approving the copy and contents for all Below the Line (BTL) collaterals produced by the Marketing department.
- Ensure compliance of our corporate branding guideline in all below the line (BTL) deliverables with the likes of posters, leaflets, flyers, buntings, banners, etc.
- Work closely with external agencies which may include printers, event organizers, etc for the timely production, distribution and effective display of all below the line (BTL) materials for events, roadshows, etc organized by the company.
- Assists in determining the best possible methods of marketing to maximize use of budget and resources for the team and the company.
- Plan, direct and coordinate operational activities with the relevant internal teams the associates to deliver and improve the overall operation of the marketing department.
- Manage all cross functional communication between departments and ensures that marketing department is working effectively with other department, to ensure a better overall workflow.
- Create and suggest ideas to improve and enhance delivery and execution of Below the Line (BTL) materials, to ensure that stakeholders would understand and can fully utilize the benefits offered by the program.
- Design and produce relevant collaterals to be used to convey the necessary requirements of owning PR1MA Homes to relevant stakeholders especially among the end consumers.

**Requirements:**

- Bachelor's Degree in Marketing/Business/Mass Communications or equivalent.
- Minimum 5 years relevant working experience/skills.
- Strong written and verbal communication skill.
- Good consumer and product awareness, and sound verbal communication skills.
- Good interpersonal, people management skills and must be a good team player.
- Ability to multitask and handle several situations and people at the same time.
- Proven achievement in prior employment.