



## Assistant Marketing Manager Job Description

### Overview:

The Assistant Marketing Manager is highly motivated, creative and passionate about marketing, who plays a vital role in supporting the Marketing & Communications team in marketing and selling the company's products; in developing and implementing effective digital marketing for JAH Tech Group of Companies' social media and media relations.

The Assistant Marketing Manager works closely with the Group Corp Branding & Marcomm Director in developing and implementing effective marketing communications, advertising & promotions and media relations for the company's products to increase brand awareness, generate sales leads and revenue.

The Assistant Marketing Manager is also responsible for market research/survey, database growth and management, social media campaign, marketing and communications materials and marketing tie-ups to sell the company's products.

### Key Responsibilities:

- To identify potential opportunities and new markets to develop and implement effective marketing plans, activities, events, advertising and promotions to reach out to new clients and consumers.
- Perform market research and competitor monitoring to keep up-to-date of market trends, understand the products/services and approach of key competitors
- Develop and conduct market research and surveys with stakeholders and clients, prepare findings and analysis reports, make recommendations for improvement of the company's products and services.
- Assist the Group Corp Branding & Marcomm Director in developing and implementing marketing communications strategies for the company's products/services.
- Assist the Group Corp Branding & Marcomm Director in managing the company's website(s) and Social Media platforms (Facebook, Instagram, LinkedIn, YouTube, WeChat & RED) including but not limited to planning and executing monthly content calendar and social media campaigns, tracking and reporting campaign analytics, making recommendations for improvement of the company's digital marketing.
- Write and deliver persuasive copy for the company's website, social media, email marketing campaigns, sales and marketing collaterals and marketing communications materials.
- Support the Marketing & Communications team in brand and marketing activation through marketing communications, media relations, advertising and promotions, direct marketing to increase brand awareness, generate publicity and maximize revenue for the company's products/services.
- Responsible for growing and managing of the company's database.



- Responsible for the production of all marketing, communications, promotional and publicity materials such as advertisements, brochures, flyers, posters, banners, newsletter, EDM, e-banners etc.
- Coordinate and consolidate the marketing budget for the company's marketing activities and collaborations.
- Identify, reach out and foster good working relationships with special interest groups, clubs, associations, media owners as well as any other marketing partners to leverage opportunities to benefit the company in terms of goodwill, marketing channels, media rates, promotional opportunities etc.

#### Requirements:

- Degree/Diploma in Marketing/Mass Communications or related discipline
- Minimum 3 years of experience in Marketing/Marketing Communications
- Experience in marketing communications of beauty, skincare and wellness products/services will be an advantage
- Savvy in digital marketing, experience in content marketing (content creation and content distribution) and social media campaigns
- Highly self-motivated and task/goal driven individual
- Creative and proactive individual with positive mindset and can-do attitude
- Organised, meticulous and must have an eye for detail
- Able to take initiative and effectively adapt to changes
- Able to work efficiently and productively under tight deadlines
- Excellent time management with strong ability to organize, prioritize and manage multiple duties and assignments
- A team player with good interpersonal and communication skills
- Proficient in spoken and written English & Mandarin with strong writing and proof-reading skills
- Proficient in MS Office application
- Basic skills in Adobe Photoshop/Premiere Pro will be an advantage

If you are keen to take on this position, kindly email your updated CV to: [felina@jah.technology](mailto:felina@jah.technology)