



Mitsubishi Motors Malaysia Sdn Bhd is the official distributor of Mitsubishi Motors vehicles in Malaysia. As one of Malaysia's leading automotive company, Mitsubishi Motors Malaysia is committed to produce and sell vehicles that are technologically advanced, high in quality, performance, safety and comfort.

We invite suitable talented individuals who are result-oriented, fast-paced and committed to join us as:

HEAD OF DEPARTMENT – MARKETING COMMUNICATIONS (based in Shah Alam)

We are looking for a dynamic and experienced Head of Marketing Communication to join our team. The ideal candidate will be a creative powerhouse with a proven track record of innovative thinking. The role demands a professional with a keen emphasis on driving brand awareness, customer acquisition, and revenue growth.

Responsibilities:

Develop Brand Strategies & Marketing Plans:

- Craft and execute comprehensive brand strategies and marketing plans that support achieving business goal, enhance brand visibility and drive market share.
- Establish and track key performance indicators (KPIs) and set target projections for marketing initiatives.

Budget Management:

- Manage the marketing budget with precision, ensuring resources are allocated efficiently for optimal impact.

Drive Digital/Innovative Improvements:

- Spearhead the adoption of cutting-edge digital marketing methods/ tools to elevate brand interaction and customer experience.
- Develop and oversee a marketing dashboard and deliver monthly performance highlights.
- Utilize data-driven insights to measure performance, optimize campaigns, and maximize ROI across all marketing channels.
- Stay informed about industry trends, best practices, and emerging technologies to continuously improve marketing efforts and drive innovation.

Team Leadership:

- Lead the marketing team with an energetic and dynamic approach, provide guidance and support to ensure alignment with company goals and objectives.

Human Capital Management Department

Mitsubishi Motors Malaysia Sdn. Bhd. (680028-M)
Level 6, Building A, Dataran PHB, Saujana Resort, Seksyen U2
40150 Shah Alam, Selangor Darul Ehsan
Tel: 03-7680 6688 | Fax: 03-7622 2238
Website: www.mitsubishi-motors.com.my
E-mail: hr@mitsubishi-motors.com.my

**Cross-Functional Collaboration:**

- Facilitate collaboration with cross-functional teams to meet shared objectives.
- Establish and maintain strong relationships with key stakeholders, partners, and vendors to support marketing initiatives and strategic partnerships.

Conduct Analysis & Reporting:

- Employ data analytics to guide marketing strategies and provide comprehensive reports on campaign outcomes.
- Analyze marketing campaign results, pinpoint areas for enhancement, and offer actionable insights to campaign PIC.

Requirements:

- Bachelor's degree Business/ Marketing/ Communication or related field
- Preferably more than 8 years relevant experience in marketing with marketing leadership, preferably in the automotive or related industries.
- Excellent strategic thinking abilities with a focus on innovation
- Good communication skills for effective collaboration with diverse teams.
- Strong analytical skills and experience with data-driven decision-making.
- Well-organized individual with clear prioritization skills.
- Proficiency in digital marketing tools and platforms.

Interested applicants are invited to write-in, fax or email a detailed resume stating qualifications and experience, current and expected salary together with a recent passport-sized photograph to:

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