

# Expand Your Career Possibilities

## Marketing Executive

### Job Scope

Main roles and responsibilities will include the following:

- Implement brand development and marketing strategies to achieve the overall objectives of the Institute.
- Execute branding campaign activities to create a strong brand image and profile of the Institute.
- Organise activities to promote the CPA qualification and create better brand awareness in target markets.
- Undertake market analysis to keep track of market trend and competitor activities and identify new opportunities for brand building.
- Stay abreast of emerging digital tools and platforms, digital marketing trends, new technologies, and share insights with the rest of the team
- Prepare newsletters and promotional emails and organise distribution through various channels
- Organise public relations and Institute's activities and events.
- Undertake in the publication of the Institute's journal and promotional materials.

### Job Requirements

- A Degree holder in any background
- Excellent communication skills in English, both oral and written.
- Versatile, analytical thinker, problem-solver
- Comfortable with public speaking
- Resourceful, creative, idea-generating
- Social media-savvy
- Able to work and manage projects independently
- Detail-oriented
- Pleasant personality with excellent interpersonal and organisational skills
- Design skills are an advantage – AI, PS, AE, ID
- Fresh graduates are welcome to apply



To apply, send your CV to  
[micpa@micpa.com.my](mailto:micpa@micpa.com.my)

