

# Discover the Impact You Could Make with Us!

## Marketing Manager

### Job Scope

Main roles and responsibilities will include the following:

- To develop and implement brand development and marketing strategies to achieve the overall objectives of the Institute.
- To plan and execute branding campaign activities to create a strong brand image and profile of the Institute.
- To organise activities to promote the CPA qualification and create better brand awareness in target markets.
- To initiate sponsorship and co-branding programmes.
- To undertake market analysis to keep track of market trend and competitor activities and identify new opportunities for brand building.
- To oversee the Institute's social media activity & develop digital strategies to build a lasting digital connection with consumers.
- To organise public relations and Institute's activities and events.
- To undertake in the publication of the Institute's journal and promotional materials.
- To proofread and write content for newsletters, website, and other collaterals

### Job Requirements

- A Degree holder in any background
- At least 5 years' related experience, preferably from the services industry
- 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
- Detail-oriented
- Able to work and manage projects independently
- Design skills are an added advantage – AI, PS, AE, ID
- Pleasant personality with excellent interpersonal and organisational skills



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

