



**EDUSPEC  
HOLDINGS BHD**  
The No.1 K12 IT Education Provider in Asia

## SENIOR MARKETING EXECUTIVE

### Responsibilities:

- Conceptualize, implement and execute marketing strategies and plans to maximize market penetration.
- Responsible in monitoring and analyzing competitor and market trends across regions to achieve business goals.
- Manage the production and effective distribution of marketing materials including writing and proofreading copy for leaflets, brochures, digital media and wide variety of marketing materials.
- Facilitate internal and external communications with stakeholders in various marketing projects and campaign to ensure smooth implementation of marketing activities.
- Work closely with Program and Product development team for product positioning, packaging, pricing strategy to product the highest possible long term.

### Requirements:

- Candidate must possess at least a Diploma, Bachelor's Degree in Business Administration / Management /Marketing / Mass Communications or equivalent.
- At least 2 year(s) of working experience for Marketing Executive / 5 year(s) of working experience in Senior Marketing Executive.
- Required language(s): Bahasa Malaysia, Chinese, English.
- Good communication skills and interpersonal skills.
- Full time position(s) available.

Interested applicants should email resume to [hr@eduspec.com.my](mailto:hr@eduspec.com.my) stating current and expected salaries and contact number.

You may visit us at [www.eduspec.com.my](http://www.eduspec.com.my) to get more details.

*Only shortlisted candidate will be notified.*