

Marketing Manager

Created Nov 2023

Department: Creative

Employment Type: Full time 5 months contract (with potential to extend)

Contract Period: Dec 2023 - April 2024

Location: Maitree's Office in George Town, Penang, Malaysia.

Pay Range:

RM3500 - RM3800 per month (depending on experience) + EPF, SESCO, EIS

Description

Maitree is seeking a creative and forward-thinking Marketing Manager for a 5 month contract for our Malaysian projects, with a focus on developing and delivering one specific new cultural heritage and museum project's marketing strategy and campaign launching in Penang in April 2024.

The aim of the role is to build audience and excitement around this new project and set in place marketing that will attract physical and online visitation and enhance the brand of the project. The role involves developing marketing strategy, building strategic partnerships, liaising with media outlets, organising launch events, evaluation of visitor needs and marketing effectiveness and communications implementation across all of our social media, websites and relevant marketing materials. The role works directly with a team of producers and is supported by a graphic designer and a copywriter.

We are looking for someone who is consistent, proactive, a great communicator and is familiar with marketing strategy development, social media platforms and marketing campaigns. You need to have confidence starting a marketing strategy and campaign from scratch and ideally you would have experience in the arts, cultural heritage or tourism sectors. This position requires great organisation skills, clear communication and writing skills. A basic working knowledge of canva would be helpful.

About us

Maitree is a digital studio with a cross cultural creative team based in Australia and Malaysia. We make compelling educational, narrative and branded content within the cultural heritage and tourism sectors. Our work aims to build empathy, understanding and connection across cultures and communities. We work across a broad range of projects in Australia and Malaysia servicing government, corporate and non profit clients on purpose driven projects. Our dynamic and diverse team works with empathy, gentleness, integrity and heart and we welcome those like-minded to join us.

Key Responsibilities

1. Strategy and Planning

- Develop the new museum project's marketing plan
- Manage and ensure organisation-wide implementation of the project's brand strategy and identity
- Develop and deliver the marketing & communications campaign for the new project and other Maitree initiatives as required. This includes supporting the development of the project's new website and other online platforms.
- Analyse and evaluate the effectiveness of marketing and communication activities

2. Digital and event marketing

- Plan and deliver strategic and tactical digital marketing campaigns to promote the new museum project and Maitree's Malaysia's work.
- Design and develop marketing material and social media posts.
- Manage social media accounts and build online following and engagement
- Monitor, maintain and recommend improvements to Maitree and the new project's website
- Support and implement the project's launch events in April.

3. Media Relations

- Build a media database
- Develop and manage strategic marketing alliances and partnerships to broaden the new project's reach and increase its access to a variety of distribution channels
- Build relationships with media outlets, develop press releases, support and run press conferences and ensure media is covering the new project

4. Administrative & Others

- Ensure marketing is achieved within project budgets
- Ensure evaluation systems are in place for visitor research and marketing effectiveness.
- Support and develop the implementation of tools to evaluate visitors' experience of the new project and to obtain feedback on its programs
- Actively participate in regular Leadership Team meetings and contribute to organisational strategic planning and other initiatives as required
- Undertake other important duties and entrusted responsibilities that may arise due to the contingencies of work.
- To attend to any related matters assigned by the Creative Director.

Skills Knowledge And Expertise

- At least three years' experience in a marketing role, with a strong understanding of marketing principles and contemporary marketing practice

- Demonstrated experience in developing and delivering multi-channel marketing and communication campaigns with a focus on achieving targets and increasing visitation / sales
- Competence and confidence operating digital channels including website, social media business accounts and email marketing platforms
- Excellent organisational skills and ability to set priorities and meet deadlines
- Excellent written and verbal communication skills and attention to detail
- Ability to work independently with minimal supervision, but also confident in a team environment.
- Demonstrated ability to manage and negotiate relationships with internal and external stakeholders
- Knowledge and understanding of the local arts/cultural/heritage and/or tourism sectors

Qualities

- Team player who helps energise others to get the job done
- Flexible, with initiative and ready to work in a small, start up environment
- You love sharing your creative ideas
- Willingness to learn and take on board feedback
- You can inspire others and bring new thinking
- Reliable approach to work in order to meet deadlines

Maitree is an Equal Opportunity Employer. All persons will receive consideration for employment without regard to gender (including gender identity, gender expression, and gender reassignment), race (including colour, nationality, ethnic, national origin), religion or belief, marital or civil partnership status, disability, age, sexual orientation, pregnancy or parental status. We strive to create an inclusive environment, empower employees, and embrace diversity. We encourage everyone to respond.

If you think you are the person we are looking for, please send your CV/Resume to yikai@maitreehouse.com and peta@maitreehouse.com