

Senior Executive, Marketing

JOB DESCRIPTIONS:

- Plan and manage the company's promotion, publicity, and advertising campaigns
- Coordinate the content and artwork production of marketing, promotional, and presentation materials
- Conduct company's social media marketing activities - including planning, writing, designing, analyze social media posts/ads (including Meta, Instagram, Linked In, and Twitter)
- Manage the coordination, preparation (including writing/editing certain sections), and timely submission of MGRC's annual report
- Coordinate events, and set up and manage booths to promote products and services
- Monitor, manage, and update content for the company's websites.
- Perform daily marketing administrative tasks and other ad hoc duties as assigned from time to time

JOB REQUIREMENTS:

- Candidates must possess at least a Bachelor's Degree in Marketing/Advertising/Mass Communications/Media/Biotechnology/Journalism or equivalent
- At least 4 years of work experience in a related field is required.
- Proficient in writing and editing in English
- Have own transportation would be an advantage.
- Computer literate and familiar with designing artwork using Canva and Adobe Illustrator
- Familiarity with the healthcare and biotechnology industries is an advantage
- Able to liaise with relevant vendors, especially getting artwork ready for vendors to print
- Highly disciplined, able to multitask, have attention to detail, and can meet deadlines