

Job Description

We are looking for a **Head of Marketing** to join our team at DeltaFrontier **in Malaysia**. An innovative Singapore-based company, DeltaFrontier is a fast-growing value-added solution partner providing cutting-edge technologies in the AI and IoT industry. As a regional distributor, we strive to be a leading new technology solution and product supplier.

Why DeltaFrontier?

DeltaFrontier's success is attributed largely to the highly skilled staff we employ and the professional service we provide, allowing us to expand speedily in this region. Our team is the driving force of the company, forging ahead to accomplish its mission and vision. Consisting primarily of proactive, accountable and creative talents with hands-on experience, you can learn from our MNC-background team to support various projects.

- You want the primary responsibility of supporting sales growth initiatives across South East Asia.
- You are passionate about new technologies and high growth in the upcoming years.
- You love working in a start-up environment and can take responsibility in critical projects.

Responsibilities

- Plan, present, implement and manage marketing strategy. Set marketing goals and objectives.
- Establish marketing team to support the regional business
- Develop and implement digital marketing strategies and campaigns to generate B2B leads across Asia.
- Devise branding ideas, graphic designs, promotional materials and advertising copies.
- Manage the company's website, social media and digital platforms.
- Oversee SEM and SEO efforts.
- Content creation and execution on social media and product applications.
- Create copy, proofread, and edit creative and technical content (e.g., promotional communications and marketing collaterals) for different mediums.
- Conduct market research and analyse trends to identify new marketing opportunities.
- Develop and create marketing materials, such as sales and product collateral, ensuring brand guidelines are met.
- Establish and maintain relationships with new and existing clients through networking and prospecting.

Requirements

- 5 years' of marketing experience
- Bachelor's Degree in Marketing, English, Journalism, PR or a relevant field.
- Deep knowledge of product marketing, lead generation, content marketing and social media strategies.
- Proven leadership skills and at least 2 years' experience in managing a small marketing team, preferably in a SaaS product company.
- Experience as a Content Creator, Copywriter or a similar role.
- Experience working with MS Office and design software (e.g., Illustrator, Photoshop, InDesign, etc.).
- Hands-on experience with Content Management Systems (e.g., WordPress).
- Sound knowledge of SEO and keyword research.
- Excellent writing, proofreading, and editing skills in English.
- Strong interpersonal communication skills.
- Exceptional time-management and organizational skills.
- Possess a positive attitude and team player.
- A keen eye for detail.
- Proactive, able to lead, progressive, and resourceful.
- Exhibit cross-cultural awareness, understanding and sensitivity.
- Knowledge of start-ups, entrepreneurs and other innovation communities in Southeast Asia is a bonus.
- Able to deliver quality work in a fast-paced, high-volume, deadline-driven environment.

What we offer

- A great team and culture with an MNC-background management team.
- Competitive salary and benefits.
- High growth opportunity for career development.
- Colleague recognition awards.
- Regional business travel expansion.

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