

Full-time/part-time Marketing Specialist

Salary: RM5,000-RM8,000 (depending on experience and qualifications)

We are looking for an intelligent and creative Marketing Specialist. But before we get into the job specs, let's start with some fundamentals. Do the following statements resonate with you?

- Toggles easily between independent and collaborative work.
- Is done with the rat race and wants a saner workplace (even if in-laws don't get it).
- Is used to high standards and detailed work.
- Is resourceful, dependable, and low maintenance.
- Gives and welcomes constructive feedback.
- Follows guidelines and SOPs but has the courage to bend them when discretion or mischief calls.
- Appreciates processes and checklists.
- Appreciates colleagues who value integrity, honest communication, and dad jokes.
- Has good writing, conceptual, analytical, creative thinking, reasoning, planning and problem-solving skills. (Ya, it's a mouthful.)

If the above statements describe you, read on. If they don't, forward this ad to a smart, unusual coworker or friend – someone who doesn't quite fit the corporate world and is yearning for something different.

Now for some pre-requisites:

- 3 years' experience in Marketing, including some B2B experience.
- A BSc/BA in any field. A Hons degree or Master's would be an advantage because many of your colleagues have a Master's or PhD. They need you to be smart enough to understand their work, their ideas, and their clients. (See www.peoplepotential.com for what we do. These two eBooks tell a fuller story: <https://www.peoplepotential.com/learning/>)
- Malaysian citizen or holder of a residency pass.
- Excellent spoken and written English.
- A quiet, interruption-free workspace at home with a stable, strong internet connection (minimum speed test: 30Mbps).
- *Note: If you lack any of the above, be prepared to show us why you're an exceptional talent.*

Your responsibilities will include the following:

- Develop annual and quarterly marketing plans.
- Work closely with the sales team to design and implement client engagement strategies.
- Collaborate with our practitioners to create content.
- Develop ideas for creative B2B marketing campaigns.
- Conduct B2B market research.
- Utilize SEO and SEM strategies to drive traffic to our platforms.
- Analyse the performance of marketing campaigns and propose actionable insights.

Your skills include the following:

- Basic computer skills, including MS Office.
- A decent understanding of digital marketing and market research methods

- Working knowledge of marketing software (Adobe Creative Suite & CRM), and applications (Web analytics, Google AdWords etc.)
- Ability to collaborate with our AI team to research, test and utilize tools related to copywriting, content generation, social media, and ad-creation.
- Advantage: Knowledge of HTML, CSS, and web development tools (e.g., Dreamweaver)

Professionals join us for our career tracks and people-centred practices. Since this is the first time, we're hiring a Marketing Specialist (we currently outsource that function), the career path hasn't been worked out yet. In the meantime, here are some of our practices:

- Open-book policy: All finances are disclosed, including salaries.
- We balance employment security with high performance. While we have not retrenched anyone in 30 years, everyone is on a rolling contract. Contract non-renewal is rare – happens only with prolonged under-performance.
- We have a remote-first policy (after the MCO, we voted to work from home).
- Flexi-hours: Core hours are 10.30am-12pm, and 2.30-5.00pm.
- 4-day week twice a month. (Note: Still 40-45 hours per week, not 32.)
- 'Reduced-hours full-timer' option for staff who cannot commit to a 40-hour week.
- Multiple types of leave, including for community service, retreats, caregiving, and study.
- No medical certificate needed for short-duration sick leave.
- Family medical insurance.
- RM5,000 per year health and lifestyle claims.
- Numerous formal and informal learning opportunities, including access to external coaches for technical skills and leadership development.
- Everyone on first-name basis.
- Our leadership style is heavily influenced by Servant Leadership concepts.
- Whenever possible, jobs are re-designed to fit everyone's talents and aspirations.

Some complaints we have heard about our practices and policies:

- Trainers sometimes need to carry heavy bags.
- Sometimes, a workweek stretches to 50 hours or more.
- Claims are delayed when cash flow is tight.
- New hires sometimes have lots of ideas, but many are deemed unsuitable. (If it's any consolation, this happens to everyone, including members of the leadership team.)

Awards & Recognition

- We regularly have 3-5 wins at the HR Vendors of the Year Awards.
- In 2022, we won 9: 4 in Malaysia and 5 in Singapore. Admittedly, 9 was a post-pandemic anomaly due to fewer entries in some categories.
- We are the only provider in Malaysia to win the 'Best Management Training Provider' award for six consecutive years (2017-2022).

Notes

1. Diversity and inclusion is part of our DNA. For the longest time we have maintained a policy that no ethnic or religious group will make up a majority. We believe that talent transcends boundaries such as age, marital status, disability, ethnicity, gender, and religion, among other distinguishing factors.

2. Candidates who are currently employed by a client or business partner of People Potential may not be eligible for consideration.
3. The application process (which usually takes 6-10 weeks *after the closing date* of the job post), has multiple stages that comprise of tests and interviews. For starters, candidates be required to submit their CV and university transcripts, together with an application form and a 2-minute video.
4. Sometimes, we have more suitable candidates than we can immediately hire. In such a situation, we offer one or two a place in our external Talent Pool, with the understanding that they will be hired as soon as we have a need.

We will be in touch with you within two weeks of your application. If you have any questions, email us at recruit@peoplepotential.com.