

Job Vacancy

Public Performance Malaysia (PPM) Berhad is a Licensing Body declared by the Intellectual Property Corporation of Malaysia (MyIPO) pursuant to the Copyright (Licensing Body) Regulations 2012. PPM represents all eligible Malaysian and locally- incorporated recording companies and/or international recording companies.

On behalf of its members, PPM, as a collective licensing body, is responsible for issuing licences and collecting royalties from commercial users of sounds, music videos and/or karaoke recordings

We are looking for highly-motivated and energetic candidates to fill the following challenging position at our Kuala Lumpur head office which is located at Solaris Mont' Kiara.

Marketing Communications (Marcom) Executive

Responsibilities:

- To assist with preparation, distribution and delivery of marketing materials, and compelling social content across digital platforms.
- To assist in media monitoring for relevant and competing projects to identify current and future market trends.
- To assist writing the documents content and editing.
- To assist in managing and executing deliverables of the project schedules in an accurate and timely manner.
- To develop and run social campaigns, in both conception and delivery.
- To carry out general positive engagement with commenters on PPM Berhad content and social channels, including Twitter, Facebook, LinkedIn, Instagram and YouTube.
- To work alongside with Licensing, SSP, Distribution, and Membership Team to ensure social content is optimised for best performances.
- To contribute in brainstorming sessions for the activities.
- To communicate with internal and external parties (sponsors, media partners, agencies and/or vendors) to collate relevant information in relation to marcom projects and activities.
- To prepare agendas, presentations and meeting minutes.
- To collaborate with the working team on new ideas, directions and materials for marketing communications and media events.
- To assist in drafting and circulating newsletter, press/media release.
- To perform any other job/function that may be assigned from time to time

Requirements:

- A **MINIMUM** of at least **1-2 YEAR(S) OF MARCOM WORKING EXPERIENCE**.
- Required to possess at least a Diploma, Advanced/Higher/Graduate Diploma, Bachelor's Degree, Post Graduate Diploma, Professional Degree, Art/Design/Creative Multimedia, Advertising/Media, Mass Communication or related discipline.
- Creative, resourceful, proactive and able to execute communication activities, marketing campaigns and social media.
- Working experience managing social media platforms, executing digital marketing campaigns and SEO.
- A good grasp of Google Analytics, social media analytics, A/B Testing, and metrics such as CPL, CPC, CPA, CAC and other engagement metrics.
- Computer and social media literate with basic knowledge in Design Software (Canva, Adobe PS and/or Adobe Illustrator), Microsoft Excel, Microsoft Word and Microsoft Powerpoint.
- A background in Public Relations with existing media connections is a plus.
- Quick learner and able to work in a fast-paced environment.
- Self-motivated, detail-oriented, able to multitask.
- Ability to communicate professionally.
- Required language(s): A good grasp of the English and Bahasa Malaysia language, both written and oral with Mandarin, trilingual ability preferable.
- Required Skill(s): copywriting, editing, multimedia, public relations and communications.

Interested candidates are invited to e-mail full detailed resume, a copy of NRIC & recent passport-sized photograph to hr@ppm.my

Website: www.ppm.my

Please note only short-listed candidates will be notified