

VTAR Institute (*License Code: L00319*) was formed in 1990 and is currently conducting vocational programmes, which are accredited by the Malaysian Skills Development Department, Human Resources Ministry.

VTAR Institute is currently conducting six vocational programmes, namely SKM Level 2, Level 3 and DKM Level 4 for Electronic Equipment and Electrical installation & Maintenance, SKM Level 2 for the Beauty Therapy, SKM Level 2 and Level 3 for Furniture Technology Certification Course, Hair Dressing Course, and Bakery course. In term with the aspirations of the Economic Transformation Programme, we are rapidly expanding our facilities and programmes. We would like to invite suitable candidates for the position below.

Digital Marketing Executive – Immediate Vacancies
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Responsibilities:

- Perform daily tasks in SEM,SEO, Social Media Management
- Understand company digital marketing blueprint & strategies
- Work closely with other departments to enhance company digital performance
- Identify potential digital channels for link building and traffic growth opportunities
- Develop and implement link building strategy
- Suggest creative ideas for content marketing
- Propose, research and study target market segment
- Manage multiple social accounts and posting calendar
- Perform keyword competitiveness, density & ideas analysis
- Manage any enquiries relating to programmes
- Able to travel and give school talks to promote VTAR programmes
- Prepares reports and correspondence related to the work.
- Carries out other ad-hoc duties as and when assigned.

Requirements:

- Candidate must possess Diploma/Bachelor Degree in Marketing/Advertising/Information Technology or relevant with minimum 2 years' experience.
- Excellent reading & writing skills in English & Mandarin
- Bahasa Malaysia will be added advantage
- Ability to work independently as well as a team
- Data driven and good analytical skills

- Strong initiative and willingness to learn new approach
- Possesses a valid car license
- Able to stay up to date with latest digital marketing trend
- Full-Time positions available.

Please apply via email only.

Kindly send in your resume and also state the following information:
(a) Availability and (b) Current and Expected salary.

We thank you for your application and only short-listed candidates will be notified.

Our Contact Information:

Human Resource & Administration Department
VTAR Education Sdn Bhd (457544-K)
VTAR Institute, Off Jalan Malinja, Taman Bunga Raya, Setapak,
53000 Kuala Lumpur, MALAYSIA
Email: puveneswari@vtar.edu.my
Tel: +603 4149 8211
Fax: +603 4149 7211

- Outstanding Career Development Opportunities
- Annual Bonus Based on Performance

Closing Date: **29 February 2020**