



JOB DESCRIPTION & INTRODUCTION: Digital Marketing Specialist/Executive

JOB SPECIFICATION

Job Title	Digital Marketing Specialist/Executive
Division	CORPORATE AFFAIRS DEPARTMENT
Code	
Location	Main Campus in Cyberjaya
Employment Type	Full-time

JOB DESCRIPTION

- Setup various digital campaigns – email, landing pages, Google AdWords, GDN, Remarketing and Facebook
- Setup and manage automation workflows for all digital campaigns using existing CRM system
- Design landing pages using Drag & Drop Editors
- Design and dispatch email marketing campaigns
- Monitor campaigns and provide reports on performance, ROI and adjust campaigns as required
- Conduct keyword research and web statistics reporting
- Monitor integration across all digital channels
- Manage contact databases in CRM

QUALIFICATIONS & REQUIREMENTS

- Strong knowledge on setting up and managing Google AdWords/GDN campaigns/Facebook Ads and related platforms.
- Understanding digital marketing optimization, automation, retargeting and analytics tools, techniques and platforms
- Experience using marketing automation tools (HubSpot/Marketo/AgileCRM etc)
- Strong skills in webpage design, HTML and PHP or other related coding languages.
- Understand basic graphic design principles
- Proficient with Adobe Photoshop, Illustrator, InDesign, Framemaker, DreamWeaver, HTML, HTML 5, CSS, JS

ADDITIONAL NOTES

APPLICATION & CONTACT DETAILS

For enquiries please contact the person below.

Contact Person: : Raja Nurul Azwa Raja Abdullah, Senior Human Resource Manager

Email : azwa@cybermed.edu.my

Telefon : 03-8313 7000

To apply for the said position, please sent your cover letter (email) with your Resume to the email address below. Kindly specify on the subject header the position that you are applying for. Email : careers@cybermed.edu.my

ABOUT CYBERJAYA UNIVERSITY COLLEGE OF MEDICAL SCIENCES

We are a top tier university in Malaysia that focuses on niche healthcare programmes. Rated as a Tier-5 (Excellent) institution by the Malaysian Qualifications Agency, we are strategically located on a modern, fully equipped 5 acre campus at the heart of Cyberjaya. We currently host over 3500 students who are enrolled in more than 20 programmes ranging from degree to postgraduate research courses in areas such as medicine, pharmaceutical sciences, psychology, homeopathic medical sciences, physiotherapy, occupational safety and health, biomedical engineering technology, paramedical sciences and more.

In recognition of our commitment to our employees and our efforts to create a 21st century team, we were recently selected as a Gold Winner of the internationally renowned Workforce Optimas Awards 2015 for Managing Change.

OUR VISION, MISSION AND VALUES

Vision: We aspire to be a distinctive medical sciences institution of higher learning of international repute producing competent healthcare professionals.

Mission: To be a distinctive medical sciences institution of international repute, producing competent healthcare professionals who are intellectually, emotionally and spiritually-balanced.

Values from our parent company, SMR Group:-

Passion

Passion is the fuel that drives the best. Passion reminds us of the higher purpose that we work and fight for: the never-ending mission to unlock the potential that lies within each person through knowledge and education.

Respect

Mutual respect of one another is key in creating a harmonious and effective company. In a world that is increasing polarised by differences, we cherish diversity.

Commitment

Commitment comes from a strong sense of ownership. A strong sense of ownership always differentiates the ones who are personally accountable for their own actions and those who find good excuses to explain why something cannot be achieved.

Innovation

Innovation simply means continuously improving and aiming to deliver superior value to our customers. This is the singular reason why lifelong learning is continuously emphasised within our people.

Result

Results in maximising the potential for human growth and learning and deliver superior value to our stakeholders: shareholders, customers, students, employees, community and society.

FOR FURTHER ENQUIRIES

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