

LeapEd is the first homegrown Malaysian Education Service Provider to undertake school-wide education transformation. A wholly-owned company of Khazanah Nasional Berhad, it is a social enterprise with the distinction of being the designer and implementation partner to Trust Schools Programme, the nation's pioneer public schools transformation programme, operating in partnership with Ministry of Education Malaysia. Beyond Trust Schools, LeapEd's involvement in schools transformation include Ground Up School Transformation ("GUSTO"), Program Sekolah Transformasi ("PRESTASI") and AMAN Project in Kedah.

We invite qualified, committed, energetic and professional candidates to apply for the following position:

## **MANAGER BRANDING AND MARKETING**

### **Location: Kuala Lumpur**

#### **Responsibilities:**

- Formulate, articulate and execute a strategic marketing, branding, public relations and communications vision that internally and externally promote specific services and expertise offered by the Company.
- Lead unit level multi-channel marketing and communications efforts that target internal and external audiences, support business goals and enhance the reputation of the Company.
- Provide insights of marketing, branding and communications to Programme Development and Product Portfolio teams.
- Lead in the preparation and coordination of all Corporate Identity templates, Branding and collaterals.
- Lead the preparation and development of the company strategic printed materials ie Yearly Annual Report, Corporate Collaterals and marketing materials
- Coordinate, promote and support special events, conference and trade show activities.
- Develop and implement marketing plans by working with internal and external stakeholders, suppliers and marketing partners.
- Prepare content for in-house, print and digital marketing communications in relations to the programme and products.

#### **Requirements:**

- Bachelor's degree in Marketing, Mass Communications, Public Relations, Business Studies, Business Administration, or equivalent in a related field.
- Experience (7-9 years) in corporate communications, marketing and public relations position (with min 2 years in Managerial position).
- Demonstrate project management experience in organizing, planning and executing projects from conception through implementation.

or

- Possesses strong conceptual skills and understanding of marketing planning and brand management.
- Demonstrate strong and effective verbal and written Bahasa Malaysia and English communication skills.
- Comfortable to interact with C-Levels and Senior Managements.
- Possesses strong business acumen and analytical skills.

To apply, please submit your resume and cover letter to: [hr@leapedservices.com](mailto:hr@leapedservices.com)

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