

Cancer Research Malaysia

JOB TITLE : Marketing Communications Manager
LOCATION : Cancer Research Malaysia, Subang Jaya Medical Centre
REPORTING TO : Chief Operating Officer
Date : As soon as possible

SCOPE / PURPOSE OF JOB

The Marketing Communications Manager will be an ambassador for CRMY and will need to cultivate strong relationship with the media and CRMY's stakeholders such as donors, partners, volunteers, and research participants.

The Marketing Communications Manager will be responsible for CRMY's varied and integrated communications products and services including: newsletters and other print publications; Web, E-news and other online communications including social media and digital presence such as Facebook, Instagram, Linked-In and Twitter; and marketing.

RESPONSIBILITIES

- Develop and implement an integrated strategic communications plan to advance CRMY's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences as well as cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Oversee the day-to-day activities of the communications function which includes to write, produce and develop content for all CRMY print materials such as the annual report, marketing collaterals and electronic communications including CRMY's website and social media network; manage relationships with associated vendors.
- Actively engage, cultivate and manage press relationships including to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed to ensure coverage surrounding CRMY's programs, special events, public announcements, and other projects.
- Conceptualize, research, promote and execute campaigns and events such as workshops, seminars, talks and exhibitions which include, but not limited to, Reverse Cancer Day, World Cancer Day, World Survivor's Day, World Cancer Research Day, Pink October, fundraising activities, volunteer and donor appreciation day and so on.
- Assist the Chief Operating Officer to manage the communications team (events, digital and social media, and outreach) to support the development and execution of the communications strategy, events, outreach programs and sponsorship marketing.

ESSENTIAL REQUIREMENTS

- Bachelor's degree in public relations, journalism, communications, marketing or related field is required.
- 3-5 years' experience in a project-lead role either in-house or with an agency; possess experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications including for new media.
- Demonstrate skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements.
- Good writing and editing experience (externally focused) with a variety of print and online communications media.
- Good written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior management, CRMY's Board of Trustees and staff, government and regulatory bodies, donors, potential donors and other stakeholders.
- Creative and innovative thinker, with problem solving skills, including negotiation and conflict resolution skills.
- Passion for CRMY's mission.