

Job Description – Senior Marketing Manager

Position : Senior Marketing Manager

Reports to : Chief Executive Officer (CEO)

Location : - TTDI Plaza, Taman Tun Dr Ismail, 60000 Kuala Lumpur, Malaysia
- Offsite arrangements can be discussed

Salary : RM (Ringgit Malaysia) 12,000 - 18,000 monthly + Performance Bonus

About Us: <http://versa.com.my>

We are a FinTech startup building a digital cash management platform to help Malaysians from all walks of life unlock the potential of their idle cash. Our platform introduces an innovative alternative to fixed deposits where users can gain higher returns while benefiting from Versa's flexibility that allows users to withdraw their cash plus daily interests earned at any moment without incurring penalties. Dedicated to help users get the best out of their sleeping funds, Versa is focused on making our suite of user-friendly cash management solutions more accessible to all Malaysians.products and investment portfolios.

What is our product trying to solve?

Retail and Small Medium Enterprises (SMEs) are faced with very low interest rates in savings accounts or a lack of liquidity in fixed deposits. Our first product aims to transform your sleeping cash into money-earning potential through return rates similar to the interest of a Fixed Deposit. But with Versa, you can 'duit' your way and enjoy the freedom to withdraw your savings at any moment without penalties.

What learning opportunities/initiatives do we have?

We encourage learning the latest best practices and new technologies and we do everything within reason to provide the tools and courses to learn them

The Role:

We are looking for a talented marketing specialist to build and lead the execution of Versa's growth. The ideal candidate will be responsible for developing, managing, executing and analyzing our marketing campaigns. You will also collaborate with other external teams and agencies to develop a marketing strategy and plan. This role requires proven mastery of online and offline marketing - including PR, creative, digital marketing, social media, partnerships and market research and marketing analytics.

Responsibilities:

- Plan, manage and deliver integrated marketing programmes and campaigns, incorporating both offline and online media
- Accountable for managing the key content platforms in the target market
- Build brand awareness, generate and nurture leads and traffic into multiple media platforms
- Shape customer perception towards Versa and its services; develop strong key value propositions and positioning strategies with market and consumer insights
- Budget and P&L management: Develop short-term and long-term budgets for marketing activities to achieve key business metrics and monitor progress and evaluate performance.

Requirements:

- Candidate must possess a relevant Bachelor's degree preferably with a focus on Marketing, Advertising
- At least 8-10 years of relevant marketing experience, both on strategic planning and execution. Experience managing multiple brands or products simultaneously would be a plus
- Familiar with the entire marketing mix – good knowledge of how and when to leverage different marketing channels from above-the-line and below-the-line communications for brand activation
- Results-oriented and data-driven - Proven track record of success in utilizing data to create impactful marketing campaigns and meeting business objectives
- Highly detail-oriented: Ensure high standards of quality of all marketing and communication materials
- Excellent verbal communication and interpersonal skills

If you are up for the challenge, kindly forward your CV to richmond@versa.com.my

