

<b>POSITION</b>	<b>Intern / Executive – Digital Marketing</b>
<b>DEPARTMENT</b>	<b>Marketing &amp; Business Development</b>
<b>LOCATION</b>	<b>Kuala Lumpur</b>

## **COMPANY PROFILE**

SERIMAX is advanced automatic welding solutions company executing welding scope for Offshore Pipelines, Landlines, Piping, Windfarms, Fabrication, Renewables and R&D Projects in Malaysia & worldwide since 45 years. SERIMAX offerings include – Automatic, Semi-automatic & Manual Welding, Automatic Laser Pipe-end Dimensioning, Double / Multi-jointing, Weldability Tests, Welding Qualifications, Welders Training & Qualifications, Project & Operations Management, Fabrication and many more.

## **KEY ROLE & RESPONSIBILITIES**

- Assist to formulate new and progressive digital marketing approaches to enhance Company’s branding and online presence.
- Lead focussed digital marketing campaigns with 360 degrees involvement in pre & post campaign activities to harness the benefits of the efforts.
- To lead in creating suitable content for B2B marketing via various channels.
- Support and coordinate to develop marketing materials including - presentation slides, project offerings specific key point highlights in proposals, brochures, project flyers, posters etc.
- Effective use of AI tools and other suitable advanced digital technologies for B2B marketing & business development.
- Perform the detailed macro-to-micro level market research & analysis, along with SWOT based on - Industry/ Asia Pacific Countries/ Territory/ Specific Product or Services Segment etc.
- Focus on Renewables & Low-carbon Industry projects primarily from Asia Pacific region.
- Actively participates & coordinate in local / international events, exhibitions, seminars related to company’s business focus.
- Develop professional relationships with key targeted client personnel and seeks business opportunities.
- Support marketing, sales and overall business development activities.

## **REQUIREMENTS / QUALIFICATIONS**

- Masters / MBA in Marketing with Graduate degree.
- Excellent communicator both orally and written with excellent presentation skills.
- Ability & interest in AI tools, B2B Digital Marketing and use of several online platforms to increase Company’s online footprint and effective brand positioning.
- Interest in Renewables & Low-carbon Industry projects such as Hydrogen, Offshore Windfarm, Nuclear, CCS etc.