

Position Description. **Marketing Executive Asia Pacific**

Job Title:	Marketing Executive, Asia Pacific
Reporting to:	Vice President Marketing, Asia Pacific
Department:	Marketing
Location (primary):	Malaysia (Kuala Lumpur)
Name of hiring manager:	Cheryl Cheang

Job Purpose.

We are looking for the right candidate to join a fast growing and dynamic organisation. The candidate will be joining a marketing team that places emphasis on, and values collaborative teamwork. The candidate will gain invaluable experience working across various markets and will enhance their marketing knowledge as they help the organisation grow and meet its goals. The selected candidate will be based in our Malaysia office and will report directly to the Singapore regional office.

Key Responsibilities.

- Support the full spectrum of marketing activities across Asia Pacific.
- Coordinate, execute and manage regional online and offline marketing campaigns and events.
- Develop and craft compelling content for eDMs and various social media channels.
- Assist in the production of various artworks that include flyers, brochures, e-banners, etc.
- Ideate content angles for WebBeds' in-house digital travel magazine, Travel Aggregator, and obtain materials needed from various stakeholders.
- Generating and analysing campaign reports to deliver marketing insights.
- Manage and liaise with external vendors and freelancers.
- Produce and maintain marketing collaterals/assets including website maintenance, refreshing marketing kit, updating sales, and contracting toolkits, etc.
- Assist with several smaller roles and responsibilities to help support the smooth running of the department. These can include monitoring email inboxes, assisting at trade shows, leading various projects, website monitoring, etc.

Required Experience and Knowledge.

Essential	
Qualifications & Knowledge	<ul style="list-style-type: none">• Degree in Mass Communication, Marketing, Business or equivalent.• 3 to 5 years of relevant Marketing experience.• Able to communicate in both English and Mandarin fluently.• Proficiency in both English and Mandarin copywriting is required.• Experience in content marketing and social media marketing.• Hands-on experience in executing campaigns and events.• Intermediate knowledge and hands-on experience with Adobe Creative Cloud apps such as Premier Pro, Illustrator, Photoshop.• Power user of Microsoft Office apps including PowerPoint, Word, and Excel.

Desirable	
Experience, Skills and Behavioural Requirements	<ul style="list-style-type: none">• Experience with WordPress CMS, Google Analytics is a plus.• Tech-savvy and able to multi-task in a fast-paced environment• Possess a positive learning attitude.• A team player who possesses good interpersonal relationship and the ability to engage and work with multiple stakeholders across all levels.

About WebBeds.

Launched in 2013, WebBeds is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel products easier. It sources accommodation and destination services from travel suppliers, aggregates and merchandises that content in the WebBeds platform, then distributes it to its global network of travel trade buyers, who sell to the travelling public.

Hotels and other suppliers - global and regional hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more - can sell their products to a global network of online and offline travel buyers through robust solutions that provide greater inventory control to simplify distribution, and leverage WebBeds enhanced analytics to inform inventory optimisation choices – saving costs and increasing revenue.

Travel buyers - online travel agencies, retail travel agents, corporate travel managers, tour operators, wholesalers, tourism boards, super apps, DMC's, group providers, airlines and more - can integrate the hundreds of thousands of hotels and ground services in the WebBeds marketplace through simple and seamless API connectivity, or they can search, shop and book online through one of WebBeds trade only booking sites.

WebBeds operates globally through four geographic regions – Europe, Asia Pacific, MEA (Middle East and Africa) and Americas - with over 1,500 travel professionals working in 120 cities across 50 countries worldwide. WebBeds also operates specialist brands JacTravel DMC and UHI. JacTravel DMC provides tailor-made travel arrangements for offline FIT and groups traveling to the UK, Ireland and key mainland European destinations to the international travel trade. UHI is a genuine pioneer, providing online pilgrimage travel services to travel agencies worldwide.

Find out more about the WebBeds business at www.webbeds.com

WebBeds is a travel brand of Webjet Limited (ASX: WEB).