

JOB OPPORTUNITY

EXECUTIVE/SENIOR EXECUTIVE - ADVERTISING & PROMOTIONS

Type of Vacancy : Full Time

Preferred education level (s) : Diploma, Degree

Preferred Major (s) : Art & Design, Business

Organization details :

Company : PARADIGM MALL MANAGEMENT SDN BHD
Website : <https://www.facebook.com/share/1TAzMA9cwv/>
Address : Paradigm Mall Johor Bahru, Management Office, Level 2, Jalan Skudai, 81200 Johor Bahru, Johor Darul Takzim, Malaysia.

Job Responsibility :

1. Event & Campaign Planning: Assist in the development, execution, and coordination of marketing campaigns, festive celebrations, roadshows, and promotional events to increase mall footfall and tenant sales. Prepare detailed campaign timelines, work plans, and manage event logistics from setup to teardown.
2. Tenant & Stakeholder Engagement: Liaise & coordinate with mall tenants to gather promotional materials, encourage participation in campaigns. Work closely with sponsors, media partners, agencies, and vendors to ensure smooth execution of campaigns.
3. Marketing Collateral & Content Briefing: Develop content and creative briefs for designers and agencies for both ATL & BTL. Review and ensure quality.
4. Reporting & Analysis: Monitor, track, and prepare post-mortem reports for all campaigns and events including ROI, tenant participation, and customer engagement metrics. Provide insights and suggestions for improvements in future campaigns.
5. Budget Management: Assist in preparing budget estimates, tracking expenses, and ensuring cost control of promotional activities.
6. Casual Leasing (Promo Space & Short-Term Income Generation): Manage casual leasing activities including promo space, advertising space, convention centre rental, push carts, and vending areas. Source, negotiate, and secure vendors for festive and non-festive periods to generate short-term income for A&P. Coordinate layout planning, booking arrangements, documentation, and vendor requirements.

Job Requirements and Qualifications :

1. Bachelor's Degree or Diploma in Marketing, Mass Communication, Event Management, Business Administration, or a related field.
2. 3–5 years of relevant working experience in mall marketing, retail promotions, casual leasing or event coordination. Fresh graduate is encouraged to join too!
3. Prior experience in shopping mall or retail industry is highly preferred.
4. Skilled in managing multiple events and promotions from planning to execution with attention to timelines, cost, and quality.
5. Excellent interpersonal and communication skills to work effectively with tenants, vendors, and internal departments.
6. Good understanding of digital platforms, media placement, and ability to collaborate with design teams for creative output.
7. Position is based in Paradigm Mall JB.

Benefits :

- ✓ Competitive Remuneration Package
- ✓ Subsidies Parking Season Pass
- ✓ Vibrant Working Culture
- ✓ Exciting Festive Season Celebration
- ✓ Insurance Coverage
- ✓ Career Development
- ✓ Employee Discount

Person-in-charge :

Name : Yeo Kai Qing
Contact No. : 012-622 4522
Email : kai-qing.yeo@wctmalls.wct.my