



Job title	Head of Marketing – Online Travel Portal
Reports to	CEO
Location	Subang Jaya, Malaysia

Company Description

A venture funded, rapid growing start-up with the mission to develop the online Muslim travel market.

Job Purpose

As the Head of Marketing you will work closely with the management team and report directly to the CEO. You will create and drive the marketing roadmap and the strategic vision for the brand. You will be responsible to accelerate the traffic, brand and revenue growth and build and lead the marketing team.

Duties and Responsibilities

The Head of Marketing will lead all aspects of marketing including branding, PR, CRM, Traffic Acquisition, Social Media, SEM and SEO. The right candidate will use his/her extensive online marketing knowledge to grow the travel brands. The company is looking for someone who can make the connections between user needs, the products and the right messages and methods to get the brand out there. Their ideal candidate has worked in a fast-paced, metrics-driven and product-driven environment to build successful and memorable online brands (preferably with online travel knowledge).

- Build, lead, motivating and mentor our marketing team to develop, implement and measure creative marketing strategies and initiatives
- Create and execute all aspects of marketing including SEM, SEO, traffic acquisition, PR, email marketing, social media and highly targeted brand-building initiatives
- Build awareness for our travel brands with innovative, creative, low-cost methods
- Create and constantly evaluate business metrics and goals to determine most successful strategies
- Be able to create strategic goals and methods and put them actively into work
- prepare monthly reporting, monthly marketing budgeting as well as monthly and quarterly marketing strategy reports

Candidate Profile

- 4+ years of relevant experience as a marketing professional with extensive and complete knowledge in creating outstanding, creative and cost-effective marketing strategies
- Online travel marketing experience highly preferred
- Proven ability to use analytics to influence and evaluate decision-making processes
- Proven success in direct to consumer marketing
- Extensive experience in ecommerce marketing
- Comfortable with a fast-paced, high growth, self-driven environment
- Entrepreneurial mind and effective in managing change in a fast-moving and constantly evolving and changing business environment



- Ability to take initiative, take calculated risks and develop cutting edge initiatives
- Can guide others towards achieving goals and can mentor team members
- Understands and makes use of metrics which are relevant to role
- Can express facts and ideas in a clear, organized and convincing manner
- Strong networking and recruiting skills to develop and retain a high quality team
- Takes direction as needed and effectively leads projects and people to achieve high and sustainable growth

Approved by:	(on behalf of CEO)
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