



**JOB VACANCY # 003/20**  
**Assistant Marketing Manager**

Date: 24 August 2020

Myint & Associates Telecommunications Ltd. (Myint & Associates Telecoms) is the information technology arm of the MPRL E&P Group of Companies and in the business unit of Data Center Service as well as other IT Managed Services. We provide a wide range of solution such as Colocations, Cloud Computing, and Virtualized Computing Services. Myint & Associates Telecommunications Limited fully owns Myint & Associates Data Center which is the first Tier III Design Certificate Data Center in Myanmar accredited by UPTIME INSTITUTE. Myint & Associates Telecommunications Ltd. is seeking applications from dynamic and highly motivated candidate for the following post:

Job Title : Assistant Marketing Manager  
Duty Station : M&A Telecoms, Yangon Office  
No. of Position : 1 position  
Submission Deadline : 11 September 2020 (until candidate identified)

**Job Summary**

The Assistant Marketing Manager manages the day to day marketing activities of the organization and long term marketing strategy for the company. The Assistant Marketing Manager responsible for managing the company's marketing initiatives. The Assistant Marketing Manager uses market research and analysis to direct marketing strategy and planning. This position manages the marketing budget to efficiently maximize revenue growth, and works with all functional areas to ensure effective sales and service delivery of our services lines. This position also coordinates marketing rollouts and execution of marketing tactics/strategies of our services to markets. In addition, this position develops new methods/media that assist in sales growth and retention efforts.

**Job Description**

- Plan and execute marketing plan to promote services of the organization
- Attaining certain and specific goals in generating leads, lead qualification, marketing communications, building brand image and conversion of the leads
- Creates dynamic written, graphic, and video content
- Creates content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation
- Conduct marketing campaigns in conference and exhibitions to promote brand awareness among consumers



- Manage social media presence across all digital channels including Facebook, LinkedIn, Twitter, and other relevant platforms
- Prepare digital marketing campaigns including website, SEO, email, social media and display advertising
- Coordinate with design department to develop, create, edit for the publication of promotional materials, such as flyers, brochures and advertising posts
- Write statements, press release for the new product/services launch and other events on media channels
- Monitor the performance of services in the market to modify marketing strategies where necessary
- Understanding and developing budgets, including expenditures, research and development appropriations, and return-on-investment and profit-loss projections
- Establishes standardized tracking and reporting and communicates daily, weekly and monthly on marketing information to include, but not limited to: program updates, customer leads reports, results scorecard and monthly marketing campaign performance
- Provides ongoing market evaluation through customer contact, monitoring of competition, industry trends and market insights

### **JOB REQUIREMENT**

#### **Education / Experience**

- Bachelor's degree, preferably in a technical area, or equivalent experience with marketing experience

#### **Required Qualifications**

- Proficiency in B2B Marketing concept and in depth understanding of the evolution of IT or Telecoms Industry trend
- 3+ years' experience in Telecoms / ISPs Industry ( Preferable Data Center Knowledge)
- In-depth understanding to business procedure, support technical, business module of external operation
- Familiar with data center / Telecoms and IT industry standards
- Should be comfortable writing and communicating effectively about technology
- Must be able to think creatively about innovative approaches to marketing
- Experience with creating a marketing campaign, marketing strategy, and marketing plan
- Experience with online marketing, including social media, and content marketing
- Understanding of public relations
- Excellent written, and verbal communication skills (English, Myanmar)



**Myint & Associates**  
Telecommunications Ltd.

Periodically, the employee may be expected to perform assigned duties and tasks not covered in this job description as well as to provide support to other departments when necessary.

Interested candidates are requested to submit an application letter with CV, relevant educational certificates and at least three references to Human Resources Department at M&A Telecoms.

Address : Vantage Tower, No. 623, Pyay Road, Kamayut Township, Yangon, Myanmar.

Tel : (95-1) 230 7798 , 230 7799 , 230 7800

Website : [www.myintassociatetelecom.com](http://www.myintassociatetelecom.com)

Email : [hr@myintassociatetelecom.com](mailto:hr@myintassociatetelecom.com)

Please note that applications received after deadline will automatically be discarded and only short listed candidates will be contacted.