

Dear Sir,

We are writing to enquire if your institutions have any students interested working with our company. The standard operating procedures of our company for trainees are as follows:

Working hours: 9.00 am to 6.00 pm (Monday to Friday)

OBJECTIVE

The role is responsible for implementing media analytics and strategies for clients and to also understand and support initiatives that will contribute to the goals and success of client campaigns.

RESPONSIBILITIES

1. Manage and help to create analytics and strategies for media outreach purposes and in campaign micro sites and social platform (e.g. Facebook Apps.)
2. Provide analysis and recommendations when campaign strategies are reviewed.
3. Research and administer media tools on a daily basis in support of clients' media strategy.
4. Monitor and evaluate media analytics results on a daily basis in coordination with client goals and objectives.
5. Be up to date with social media trends and development.
6. Contribute to company's learning through weekly technology sharing sessions and all project closure meetings.

REQUIREMENTS

- Strong interest in media marketing.
- Relevant educational field in Communications, Media and Politics.
- Great communicator both written and verbal. Able to communicate requirements and expectations well with internal and external stakeholders
- Entrepreneurial in your approach and savvy value-added thinkers
- Knowledgeable about Social Media platforms and tools and possess a clear understanding on how Social Media value adds to a business/brand.
- Constantly updated with current web trends.
- Industry knowledge: Web 2.0 and social media related platforms, technologies, applications, development and challenges.
- Ability to take on pressure and work under tight schedules and deadlines.
- Resourceful, motivated, independent and takes initiative to fulfill tasks.
- Proficiency in MS Excel, PowerPoint, and Word.
- Location is in Damansara Utama, Petaling Jaya

Students may email their CV and cover letter from University to address below for perusal. Should you have any inquiry, please do not hesitate to contact us. Thank you & best regards.

Nuriftitah (TATA)
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