



About MyEG

MyEG is a private company dedicated to bridging the gap between the public and the government by providing convenient e-government access and value-added services. In addition, MyEG runs private, non-government projects in various markets.

Position: Marketing Interns
Company: MYEG Services / MUCA / Picasso Media
Location: Petaling Jaya

AREAS OF INTEREST

Corporate Communications & Public Relations - (1 headcount)

1. Project Management
 - Develop proposals (come up with event proposal, budget, ideas, etc.)
 - Follow through project from ideation to execution.
2. Social Media Management
 - Familiar with Facebook, Twitter, Instagram, YouTube.
 - Develop content for daily postings on social media.
3. Media & Public Relations
 - Make calls to media for follow ups on invitation, press coverage etc.
 - Write press releases, press statements, speeches, ad copywriting as and when required.
 - Translate press releases, scripts, collaterals as and when required.
4. Event Management
 - Assist in company events, press conferences, gala night, CSR events etc.
5. Corporate Social Responsibility
 - Strategize, develop and execute ideas for CSR activities.
6. Daily Administrative Work
 - Media monitoring print and online news, filing news clippings, scanning, prepare PR reports

Marketing Communications - (2 Headcounts)

- Assist with the planning of marketing strategies to help drive traffic and engagement to the website
- Monitor social media channels and track potential social media influencers
- Assist in brand positioning/cross branding for shows
- Write and proofread marketing copy for online and print campaigns
- Assist in working with external agencies for marketing campaigns
- Work closely with in house designers to design marketing materials

- Assist project team in terms of marketing collaterals; liaising with suppliers/printers.
- Manage daily administrative tasks

Digital Marketing - (1 Headcount)

- Social media engagement and management
- Update website visuals and content
- Carry out specific projects and research as and when required
- To assist in any ad hoc tasks as required
- Digital ads planning

Creative Team (Designers) (1 Headcount)

- Create new Social media design for MyEG & Komuniti MyEG
- Responsible for conceptualization and implementation of design that meet marketing strategies from concept to completion.
- Works efficiently to ensure delivery of creative in accordance with project timelines.
- Has a passion for design and awareness of the latest design trends and production techniques with an emphasis on website, social media and mobile application.

Key Skills

- Good knowledge in Graphics Software (Adobe In Illustrator, Photoshop & In Design)
- Organisational skills
- Ability to work in fast-paced environment while maintaining attention to detail.
- Photography, Styling & Typography skills
- Creativity
- Good team work skills
- Touch up photo skills
- Ability to work in fast-paced environment while maintaining attention to detail.

UX Designing Team (User Experience) (2 Headcounts)

- Exposure in user experience designing for websites, web applications, mobile phone/tablet apps, or computer softwares.
- Experience in using web development tools (HTML5, CCS3, JavaScript, Isomorphic JS)
- Good in conceptualizing web page layouts and capable in producing information architecture designs of the layouts.
- Capable in in illustrating concepts and icon designs.

Key Skills

- Good in Adobe Illustrator, Photoshop. Additional knowledge in Axure/Sketch would be plus point.
- Good in presentations and conceptualization.

Brand/Product Marketing (MUCA) – (2 Headcounts)

- Assist brand with the collection and analysis of competitive data both at a category level and project level. (via internet, magazines, retail audits, industry databases and publications)
- Evaluation of packaging, product aesthetics/formulations, claims and pricing
- Support brand on any special projects
- Assist in the creation of presentation materials, charts, and spreadsheets
- Assist in marketing and advertising promotional activities (e.g. on-ground campaigns, social media, influencers' engagement, direct mail and website)
- Assist in dealings with online platforms (e.g. beli@hurr, Fashion Valet, Lazada, 11street)

Key Skills

- Marketing course work or experience
- Presentation building skills
- Intermediate to Microsoft Office skills such as PowerPoint & Excel
- Ability to search the internet and various other resources to find meaningful insights to support project needs
- Interest in beauty industry, FMCG or consumer packaged goods.

Marketing & Sales Support (Picasso Media) – (2 Headcounts)

- Social media engagement and management
- Writing reports, company brochures and similar documents
- Assisting with promotional activities
- Manage daily administrative tasks
- Prepares sales presentations by compiling data; developing presentation formats and materials.
- Help advertising professionals through meeting all deadlines related to sales targets.
- Cold calling and closing sales techniques
- Assisting with promotional activities
- Visiting customers/external agencies