

WE ARE HIRING

Join our team

STRATEGIC MARKETING SPECIALIST - FULL TIME

We at **Rieckermann Malaysia** are on an exciting journey of growth and are looking for motivated **Strategic Marketing Senior Executive** to join our team to help us achieve our vision to become “your first choice industrial solution provider”. The ideal candidate is someone who is able to capitalize on opportunities to increase sales and achieve a competitive advantage for the Rieckermann group in the market. The Strategic Marketing Senior Executive will work with the Strategic Marketing Manager to design and implement marketing strategies aligned with business targets in their specified industry of interest.

At Rieckermann, we embrace the values Quality, Commitment and Trust, which our colleagues and customers can appreciate throughout their Rieckermann experience. We encourage a strong learning culture where innovative ideas are heard, evaluated and supported, giving you the flexibility to develop both on a personal and professional level.

We look forward to having you in the Rieckermann family!

Key duties

- Work closely with team members in identifying key success factors for industry/market of interest
- Continuously provide insights and opinions on the market/industry of interest
- Conduct market research to identify new opportunities
- Collect data from internal or external environments and various industry segments through online sources
- Analyze and generate insights on sales and marketing metrics
- Ensure the reliability and validation of data collected during the data collection phase
- Organize data and findings in a presentation format, or any documentation formatting as requested by stakeholders
- Collaborate with other colleagues on conducting market research projects, where required
- Be willing to manage or lead projects independently, where required

Key requirements

- BA/BS degree in Business Administration, Economics, Statistics, Mathematics or a related discipline
- Strong business acumen, sensitive to financials and data
- A team player, but one that is also able to work independently on projects
- Excellent verbal and written communication skills
- Excellent organizational skills and attention to detail
- Superior research and analytical skills
- Excellent Project Management skills
- Proficient with Microsoft Office Suite or related software
- Proficient in Digital Marketing i.e., Social Media Platform, Content Marketing or Email Marketing
- Experience in B2B Food, Pharmaceutical or Packaging Materials is an added advantage

Rieckermann is a family-owned group of companies providing international industrial solutions. Represented by more than 750 employees from our 27 offices in 19 countries, our activities span Europe, Asia and the Middle East. We have been in business since 1892 and have established ourselves as a leading provider in our core markets and industries. Our service portfolio covers the entire value chain and scope of industrial plant development in 9 industry sectors: from single unit machines and equipment to complete production lines. We deliver high quality, tailor-made solutions in engineering operations, process technologies and technical services. Acting as our headquarters, our office in Hamburg is the bridge to our partners and subsidiaries worldwide. For more information, please visit www.rieckermann.com

If you would like to grow with us, please apply by sending your resume to Ms. Alefiah Job at alefiah.j@rieckermann.com

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