

## **Executive – Business Development**

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### **Responsibilities:**

- Establish a Sales Funnel for Service Offerings by NVSB and its subsidiaries.
- Sales Collateral – create a wide variety of online and offline materials to support sales activities. E.g.: Brochures, presentations, case studies and pitch decks.
- Campaign Management – manage a variety of end-to-end marketing campaign to drive awareness and leads. This includes planning, segmentation, creative and execution.
- Website – use current CMS to update the website with content, ensure its optimization and track its performance in Google Analytics.
- Social – post and repurpose content across NVSB Group's social channels.

### **Qualification and Education Requirement**

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- Bachelor Degree in Marketing or Business.
- Minimum 3 years' experience in Marketing and/or Business Development.

### **Additional Skills**

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- Familiar with Microsoft 365, SharePoint, Word, Excel and PowerPoint.
- Must possess a good command of spoken and written Malay and English.