

Marketing Communication Section Head

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Company: Samara Land Career

Location: Indonesia

Category: other-general

SAMARALAND Group is a fast-growing property developer focusing in providing best value property for millennials through developing affordable yet convenient houses. In the last six (6) years, we have built more than 2000 such type of houses for this customer segment. Headquartered in BSD City, Tangerang Selatan, we collaborate with landlords, investors, builders, material suppliers and subcons to set an efficient and maintaining a cost-effective developer ecosystem and platform. As a business, we are ambitious, innovative, collaborative and we put our customers first in everything that we do. Come help shape the future through this unique opportunity.

The Role SAMARALAND Group seeks an experienced marketing communication practitioner in property developer to join and lead the marketing communication. Our ideal candidate is a highly organized person, excellent attention to detail with the capacity to improve company's brand awareness and brand value. At SAMARALAND, we promote a demanding, fast-paced culture centered on our core values based on 3 S Spirit: Speed, Smart, Sincere. We believe in autonomous working, functional/team collaboration, agile action, embracing challenges, and continuously striving for innovation and excellence. The ideal candidate has had experience working at marketing communication company or property developer. You will exhibit strong leadership and communication skills, good team work, resilience, and the ability to develop and maintain a high-performance environment.

Main Responsibilities Develop, communicate, manage, and review corporate marketing strategies and brand activation activities within SAMARALAND. This role will be responsible for but not limited to:

- To retain brand awareness and increase brand equity of Samara Land by developing corporate brand

strategy via ATL, BTL and Digital & Social Media across the BU, and by preparing annual plan for all Samara Land marketing communication and brand activation according to the direction given and also oversee compliance ●Propose guidelines on advertising and promotion plan of Samara Land city and township through ATL, BTL and Digital & Social Media ●Responsible for media management through media strategy and placement and periodically evaluate its effectiveness●Provide periodic updates on competitor's marketing and branding activity in all channels possible Key Skills and Required Experience ●S1 (Tertiary) Degree in marketing major, of field study ●At least two (2) years of marketing communication experience is preferred●Excellent interpersonal skills and communication skills, with the ability to work effectively with cross-functional teams●Excellent critical thinking, problem solving and strong leadership ● Proficient in using Microsoft Teams, Trello and Microsoft Office suite What you will get in return: ●A company led by an inspiring founder in building the crowdfunding property ecosystem and platform ●A set of Values that are lived by every day ●Immense growth opportunities and training●Competitive salary (plus extra one month salary in a year) ●BPJS and other insurance●Employee Share Motivation Scheme (ESMS) If you are passionate about property and are excited about working in a dynamic and challenging environment, we would love to hear from you.Tingkat senioritas Direktur Head of Marketing and Capabilities (FMCG)

#J-18808-Ljbffr

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