



FINANCIAL PARK LABUAN

(Company No. 199201002737)

Financial Park (Labuan) Sdn. Bhd. is a property manager for the Financial Park Complex, an enabling infrastructure for the Labuan International Business and Financial Centre (IBFC) consisting of an integrated development of high-grade office premises, shopping mall, a seafront condominium, a service apartment and MICE commercial spaces. We invite committed, energized, self starter, enthusiastic, self-motivated and suitably qualified individual to fill the following vacant position:-

PROMOTION & MARKETING MANAGER

Requirements

- Degree in Marketing, business or related field;
- At least 7 years relevant working experience in property market;
- Experience with marketing automation and CRM tools;
- Excellent written and verbal communication skills;
- Highly motivated and organized individual to manage resources, budgets and onsite personnel; and
- Creative and innovative team player.

Roles and Responsibilities

- Lead in planning and managing marketing activity for Company's property and facility portfolio (office, retail, MICE and residential);
- Develop and implement strategy to meet the Company sales target in relation to its property and facility portfolio;
- Develop, maintain and strengthen business relationship with existing and prospective tenants, and agent to ensure occupancy retention and growth;
- Build marketing programs to support marketing objectives across different channels and segments in support of our overall strategic marketing plan;
- Develop, implement and manage cost effective, marketing and promotion to increase footfall to retail and improve hotel occupancy through various strategy marketing platform;
- Conduct market research on shopping complex, office spaces, and hotel industry to keep abreast with latest development; and
- Identify and market vacant units actively under the portfolio improve occupancy.

Benefits

- Complimentary accommodation in the form of a 3-bedroom apartment will be provided to the successful applicant, if recruited from outside of WP Labuan.
- A return air ticket to the airport nearest to the hometown of the successful applicant, if recruited from outside of WP Labuan, once in every two years;
- Outpatient medical entitlement up to a specific limit including for spouse and children, if any;
- Group Personal Accident Insurance policy coverage;
- Annual Leave entitlement of 16 days for every year of service engagement on a monthly earned basis;
- Medical Leave of 14 days (up to 60 days if hospitalisation is necessary) for every year of service engagement on a monthly earned basis;
- Staff rate access to room bookings at the Company's Beta Service Apartment subject to terms and conditions; and
- Reimbursable monthly mobile phone bill covering the monthly subscription fee and monthly usage up to a specific limit and all applicable fees and taxes.

Interested candidates are invited to submit their applications, stating full personal particulars, qualifications and experience, current and expected salary, together with a recent passport-size photograph (n.r.) to the address below or sent via email to hr@fpl.com.my. Kindly indicate the position applied on the top-left hand corner of the envelope.

**Human Resource & Administration Department
Financial Park (Labuan) Sdn. Bhd.
Management Office
Level 14(A) & 15(A1), Block 4 Office Tower
Financial Park Complex Labuan
Jalan Merdeka
87000 W. P. Labuan**

Only shortlisted candidates will be notified. **Closing Date: 20 January 2022**