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## Public Relations (Manager / Asst Manager)

### Responsibilities

- Developing and Implementing PR strategies: Formulate and execute comprehensive PR strategies, aligning with marketing goals and budget considerations to foster positive media awareness.
- Media Relations: Cultivate and sustain relationships with journalists, editors, media professionals, especially within the financial domain; Pitch story ideas and press releases to secure positive media coverage; Manage media inquires and coordinate interviews.
- Partnership Development and Support: Identify, evaluate, and negotiate mutually beneficial strategic partnerships with NGOs, regulators, and complementary brands. Nurture these relationships to maximize impact.
- Market Intelligence: Conduct market research to stay informed about market landscape, industry trends, competitor activities, and consumer preferences. Utilize insights to refine and enhance the PR narratives and strategy.
- Crisis Navigator: Develop crisis communication plans and be ready to respond to and manage crisis effectively; Serve as a spokesperson during critical times and work towards mitigating negative publicity.
- Event Planning: Organize and coordinate various events, press conferences, product launches, and other PR activities.
- Data Driven Communicator: Monitor media coverage and public sentiment related to the organization; Analyze the effectiveness of PR campaigns and provide detailed reports to management. Love to keep up with the latest in the fast-changing PR, and branding landscape – always keeping an eye out for the next innovative way to break through the clutter and find actionable insights faster.
- Collaborative Partner: Work closely with cross-functional teams, including marketing, product development, global / cross country PR team and customer service, to integrate brand and PR strategies into all aspects of the business.

### Qualifications

- Experienced Communicator: A minimum of 5-8 years of experience in PR or marketing communications, with a proven record of success in PR and brand building.
- Tech Savvy: Experience in the financial technology or internet industry is highly valued, especially with established contacts in the Malaysian financial media landscape.
- Strategic and Creative Mind: Demonstrated ability to think strategically, solve problems creatively, and drive innovative PR campaigns.
- Exceptional Communicator: Possess outstanding written and verbal communication skills. Fluency in Mandarin is a significant advantage.
- Natural Leader: Proven ability to inspire, motivate, and lead PR campaigns bringing together cross functional teams to achieve exceptional PR and business results.

### Hiring organization

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### Employment Type

Full-time

### Industry

Financial Services

### Job Location

Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia

### Date posted

April 2, 2024

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