

## **JOB DESCRIPTION**

### ***Marketing & Communications Specialist***

Location: Kuala Lumpur, Malaysia

Reports to: Vice President / Secretary General

Type: Full-time

### **About This Role**

ItalCham Malaysia is the Italian Chamber of Commerce in Malaysia — a not-for-profit business association recognised by the Italian Ministry of Enterprises and Made in Italy, and part of the global Assocamerestero network. We connect over 150 member companies across Italian, Malaysian, and international business communities, working alongside the Italian Embassy in KL, the Italian Trade Agency (ITA), and EuroCham Malaysia.

We're looking for a Marketing & Communications Specialist who can make bilateral trade, institutional initiatives, and cross-border business opportunities genuinely compelling — while also bringing to life the creativity, lifestyle, and excellence associated with Italian brands and culture.

Our work spans both B2B engagement (business, institutional, and trade stakeholders) and B2C-facing initiatives (consumer campaigns, cultural programming, and public events) — from high-level business dialogues and investor roundtables to Italian food festivals, lifestyle showcases, and brand activations.

If you've ever turned an industry briefing into a story worth reading — or made an event feel unmissable before it even happened — this role is for you! This is not a role where someone hands you a brand book and a content calendar. You'll help build both.

### ***What You'll Do***

#### **Digital Marketing & Audience Growth**

- Plan, manage, and optimise campaigns across LinkedIn, Meta, and Google Ads targeting both B2B audiences (members, partners, institutions) and B2C audiences (event attendees, consumers, and the wider public).
- Develop audience strategies that balance lead generation, membership growth, and public engagement.
- Track and report campaign performance with clear, actionable insights tied to business outcomes and audience growth.

#### **Content & Storytelling**

- Create engaging content — social posts, articles, event recaps, sector briefs, short videos, and infographics — that communicates both:
  - Business and investment narratives (B2B)
  - Italian lifestyle, culture, and brand experiences (B2C)
- Translate complex topics (trade, policy, investment) into content that is clear, engaging, and relevant.
- Draft institutional communications, newsletters, and press materials in English (Italian is a strong advantage).
- Develop visually appealing marketing collateral aligned with ItalCham's premium and institutional positioning.

#### **Events, Experiences & Activations**

- Support the planning and promotion of ItalCham's full event portfolio, including:
  - Business forums, roundtables, and trade missions (B2B)
  - Networking events and community engagement initiatives
  - Consumer-facing events such as F&B showcases, cultural programmes, and lifestyle activations (B2C)
- Ensure a strong marketing narrative before, during, and after events.
- Produce post-event content (recaps, videos, highlights) that extends the life and impact of each initiative.

### **Stakeholder & Brand Positioning**

- Prepare sponsorship decks, partnership proposals, and co-branding materials.
- Work with institutional and corporate partners to ensure consistent and high-quality brand representation.
- Support positioning ItalCham as both a business platform and a curator of Italian excellence in Malaysia.

### **Website & Digital Presence**

- Maintain and update the ItalCham website with relevant and engaging content.
- Strengthen the Chamber's digital presence through SEO, storytelling, and cross-platform consistency.

### **What We're Looking For**

- Minimum 2 years of experience in marketing or communications, ideally in a hybrid B2B and B2C role.
- Experience in institutional, professional services, events, or lifestyle-related marketing is highly valued.
- Hands-on experience with paid digital campaigns (LinkedIn, Meta, Google Ads).
- Strong creative and storytelling skills (copywriting, visuals, basic video editing).
- Proficiency in Canva, Adobe Creative Suite, or equivalent tools.
- Excellent written English; Italian is a strong advantage.
- Strong attention to detail and ability to manage multiple projects.
- Confidence working with diverse stakeholders — from corporate executives to public audiences.
- A proactive, hands-on mindset suited to a lean and fast-moving organisation.

### **What Sets You Apart**

- Experience running integrated campaigns across both B2B and B2C audiences.
- Ability to switch tone seamlessly between institutional and lifestyle communication.
- Experience in event marketing, brand activations, or experiential campaigns.
- Familiarity with international business, trade ecosystems, or cross-border initiatives.
- A genuine interest in Italian culture, brands, food, design, and lifestyle.

### **Why ItalCham**

ItalCham Malaysia sits at the intersection of business, diplomacy, and culture.

You won't just be promoting events — you'll be shaping how Italian business and lifestyle are experienced in Malaysia. From boardrooms to brand activations, your work will influence how companies connect, how partnerships form, and how Italy is perceived in the region.

This is a role with outsized impact — ideal for someone who wants to build something visible, meaningful, and internationally connected.

### **To Apply**

Please send your CV and a brief cover note to [info@italcham.my](mailto:info@italcham.my) with the subject line "**Marketing & Communications Specialist — [Your Name]**".

We value applications that show initiative. If you have a portfolio, relevant writing samples, or examples of campaigns you've run, include them.