



**GOLDEN PHAROS
BERHAD** (198601003051)

(A Member of Terengganu Inc)

WE'RE HIRING MARKETING EXECUTIVE

BUKIT BESI, DUNGUN

- ✓ 1-3 years of experience in e-commerce, preferably in timber, furniture, or building materials
- ✓ Proficiency in Excel, Google Analytics, Amazon/Fliplkart Seller Central, and CRM tools
- ✓ Knowledge of SEO, digital marketing, and e-commerce best practices
- ✓ Strong problem-solving, analytical, and communication skills

Please submit your CV with present and expected salary, recent photograph to **hraegpb.com.my** not later than **30 June 2025**.

www.goldenpharos.com.my



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Marketing Executive

Roles & Responsibilities

Sales Development

- Identify, target, and secure new customers in both domestic and export markets (e.g. UK, China, Middle East, ASEAN).
- Manage existing client accounts and build long-term relationships.
- Negotiate contracts, prepare quotations, and manage sales orders.
- Track and report on sales pipeline, forecasts, and KPIs.

Marketing Strategy

- Plan and execute marketing activities to promote sawmill products such as rough sawn timber, kiln-dried timber, finger-jointed lamination boards, or furniture components.
- Conduct competitor and market analysis to identify trends, pricing, and emerging opportunities.
- Prepare marketing materials: brochures, product catalogs, spec sheets.

Digital & New-Age Marketing (Preferred / Advantage)

- Manage the company's digital presence (e.g., website, LinkedIn, Instagram, or Facebook Business Page).
- Run online campaigns to generate leads and showcase product capabilities.
- Familiarity with e-commerce platforms (e.g., Alibaba, TimberWeb, or own-company marketplace) is an added advantage.

Trade Engagement

- Attend and represent the company in exhibitions, trade fairs, timber councils' missions, and virtual B2B matchmaking events.

Requirements

- Diploma or Degree in Marketing, International Business, Forestry, Wood Technology or a related discipline.
- At least 2-5 years experience in timber, wood products, or building materials sales is preferred.
- Good communication and negotiation skills.
- Working knowledge of wood types, grades, specifications, and export compliance is an advantage.
- Proficiency in Microsoft Office; digital tools such as Canva, Meta Business Suite, Google Analytics, or CRM software is an added bonus.
- Fluent in English and Bahasa Malaysia
- Willingness to travel locally and abroad.

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**NAVIGATING
A SUSTAINABLE
FUTURE**