

# APAC Marketing Manager

## ROLE PURPOSE

The Instant Group is the global leader in providing flexible workspace solutions and we're looking for a highly motivated, innovative Corporate Marketing Manager to join our global marketing team and help us achieve our ambitious growth targets by expanding our reach to our target audience across Asia Pacific.

Choosing the right mixture of events, PR, email marketing and advertising to ensure that Instant is exposed to the correct audiences across global markets. You will have a dual reporting structure, direct report to the Global Marketing Director and matrix to the MD Asia Pacific, you will be part of a wider global team of eight, with two UK based account executives to assist in the execution of tactical campaigns.

You must be able to produce content for B2B articles and social content. You must be familiar with InDesign, Pure 360 email marketing, and Web/Performance Analytics. You must have delivered digital marketing strategies, understanding the interaction of natural and paid along with the impact of social media into the SEM mix. You will be an innovator in Social Media and Online PR, ideally in the B2B space and be 'hands on' in the delivery of effective, proven social media programmes.

## KEY RESPONSIBILITIES

- Deliver a series of events including slide creation (PPT) and event comms (email / social)
- Point contact for all events across APAC
- Work closely with in market press contacts and form relationships with key stakeholders for regular reports and release updates
- Create regular emails to the company email database / corporate clients / partners
- Deliver a monthly reporting dashboard
- Manage website content using various CMS' (Umbraco and WordPress)
- Create blog articles using WordPress
- Various ad hoc digital / content related tasks
- You will manage relationships with Sales, Finance and IT along with external agencies and service suppliers
- Manage the translation of content into foreign languages (using freelancers and agencies - the ability to speak other languages is not required)
- Prepare regular email marketing and website analytics reports

## **BACKGROUND AND EXPERIENCE**

- Fluent in English, Mandarin and Cantonese (ideally)
- The candidate must have experience managing email campaigns via email software such as Active Campaign (our current provider), Mailchimp, etc. ideally from a Real Estate/Flexible Workspace background
- B2B experience is preferred, with high attention to detail & ability to manage multiple workstreams
- Experience using content management systems (WordPress / Umbraco, etc)
- Experience using Hootsuite, Facebook, Twitter and LinkedIn
- Experience with Google Analytics desirable
- Experience in a fast paced, digital focused business
- Proven experience of identifying and solving problems using their own initiative
- You will have a genuine passion for what you do and possess a positive “can-do” attitude.
- Digitally tech ‘savvy’ with a genuine interest in technology evolution and how that applies to driving business growth

## **About The Instant Group**

Founded in 1999, The Instant Group is a workspace innovation company that rethinks workspace on behalf of its clients injecting flexibility, reducing cost and driving enterprise performance. Instant places more than 11,000 companies a year in flexible workspace such as serviced, managed or coworking offices including Amazon, Barclays, Prudential, Sky, Network Rail, Capita, Serco, Teleperformance and Worldpay making it the market leader in flexible workspace.

Its listings’ platform [www.instantoffices.com](http://www.instantoffices.com) hosts more than 14,000 flexible workspace centres across the world and is the only site of its kind to represent the global market, providing a service to FTSE 100, Fortune 500, and SME clients. With offices in London, Newcastle, Paris, Berlin, Haifa, Istanbul, Dallas, New York, San Francisco, Hong Kong, Sydney, Singapore, and Kuala Lumpur, The Instant Group employs 250 experts and has clients in more than 150 countries. Instant is ranked #28 in the 2019 Sunday Times HSBC International Track 200.

## **A business is only as good as its people**

It’s not all noses to the grind-stone though; Instant is a fun and dynamic place to work, where colleagues support one another and where the next social event is always just around the corner. We have been rated as one of the best small companies to work for and as one of the top companies with the fastest-growing international sales by the Sunday Times and are committed to continuing to make

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**Job Description**  
**[APAC Marketing Manager]**



Instant a great place to build a career.

Instant is a values-driven organisation. We adopt and live by our values:

- We are passionately client focussed 24/7, 365
- We operate with integrity and a sense of fun
- We build long term client relationships based on trust
- We question convention with the desire to improve performance
- We collaborate in teams to create solutions that solve client problems
- We strive for excellence in all that we deliver
- We attract and develop the most talented people

We are a fast-growing business with an exciting and vibrant atmosphere, where staff are encouraged to think for themselves and are rewarded for contributing to our success.

To support our ambitious growth plans, we want to attract and develop the best people – resourceful, committed individuals with relevant experience and a client-centric mindset.

**For more information please contact Alice Mitchell:**

[alice.mitchell@theinstantgroup.com](mailto:alice.mitchell@theinstantgroup.com)

+44 20 7298 0616

[www.theinstantgroup.com](http://www.theinstantgroup.com)

[www.instantoffices.com](http://www.instantoffices.com)