

Marketing Specialist (MY/SG/ID)

About DHI

DHI is a global and independent company dedicated to working on challenges within the fields of water and environment and sustainability. Within these fields, we provide a wide range of advisory, digital advisory, research and water governance services as well as providing leading edge MIKE technologies and products to the market. At DHI, we are constantly looking for passionate and talented people who are eager to join our team.

By joining DHI, you will not only become part of a dynamic and collaborative global team of experts; you will be empowered to innovate, engage and grow in your area of expertise. DHI is committed to disseminate our knowledge effectively and across our worldwide network of offices. We are looking for a dynamic and detail-oriented Marketing Specialist to support the marketing needs of our Marine and Coastal Unit, focusing on software and advisory services. You will work cross-functionally with Sales, Product, and Advisory teams to plan and execute marketing initiatives that drive engagement, support product launches, and promote our solutions across digital and physical channels.

Key Responsibilities

1. **Marketing Planning & Governance**Gather input from Software Sales and VP-level stakeholders to develop a comprehensive annual marketing plan tailored to the GBU's objectives.Integrate joint marketing initiatives across Advisory and Software offerings to create unified go-to-market strategies.
2. **Sales & Marketing Collateral**Collaborate with Business Owners and Advisory leaders to create compelling content including case studies, brochures, flyers, slide decks, and proposals.Ensure all materials align with the company's value propositions and tone of voice.
3. **Brand & Design Management**Maintain visual and brand consistency across all content by applying corporate visual identity (CVI) standards.Localize and customize global design templates to suit regional or product- specific needs.Liaise with external design agencies and freelancers to fulfill graphic design needs.
4. **Event & Conference Management**Organize the GBU's participation in trade shows, user conferences, and client events.Manage logistics, promotional materials, on-site branding, and post-event follow-up.Work closely with the digital team to promote events across web and social media.
5. **Training & Webinar Coordination**Schedule and manage logistics for webinars, training sessions, and certification programs.Handle licenses, participant registrations, payment/invoicing, and feedback collection.
6. **Video Marketing**Coordinate video production with internal teams and freelancers, including scripting, editing, and publishing.Manage the company's YouTube channel: add subtitles, optimize SEO, organize playlists, and track analytics.
7. **Social Media Management**Plan, create, and publish posts supporting GBU-specific campaigns.Engage internal teams to amplify reach and monitor performance across channels.
8. **Marketing Systems & Analytics**Use D365 for campaign and event creation, lead tracking, and reporting.Support project portal upgrades and improvements to customer-facing platforms.Monitor KPIs using Power BI and other tools to assess performance and optimize future campaigns.
9. **Product Launches & Content**Partner with Product Managers to promote new feature releases (e.g., MIKE releases).Use internal product launch Playbooks to manage go-to-market execution.Create ongoing campaigns to promote adoption of new features.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or related field.
- 5-8 years of experience in B2B marketing, preferably in software or technology sectors.

- Strong project management and stakeholder engagement skills.
- Proficient with tools such as Microsoft Dynamics 365, Power BI, SharePoint, and Adobe Creative Suite.
- Experience with content creation, social media management, and event logistics.
- Familiarity with YouTube management, SEO, and video publishing tools is a plus.
- Excellent communication skills (written and verbal), with a strong attention to detail.
- Ability to work independently and cross-functionally in a global, matrixed organization.

Preferred Competencies:

- Strategic thinking with a data-driven approach
- Creativity and storytelling
- Agile, adaptable, and collaborative mindset
- Strong time management and ability to meet deadlines

KPIs / Success Metrics:

- Marketing campaign ROI and engagement metrics
- Lead generation and sales enablement contribution
- Event participation and satisfaction ratings
- Product launch success (adoption rates, reach)
- Social media engagement and growth
- Video content performance analytics

We offer

To work at DHI means being part of an organisation that is the global leader in solving the world's toughest challenges in water environment. We will offer you:

- A job where the keyword is innovation
- A team of highly motivated colleagues, experts in the digital water space
- Professional and personal development. We empower our people. We ensure that they have the freedom to innovate and grow. We recruit professionals who can unite our technical excellence with our business excellence – and maintain our professional integrity at all times
- Flexible working opportunities
- A unique chance to work with highly professional and motivated colleagues from all around the world
- Continued career development

Office location

You will be assigned to one of our offices in Malaysia, Singapore or Indonesia.

How to apply

- Please submit your application including CV via the relevant job posting on DHI's website:
<http://www.dhigroup.com/careers>
- Deadline for application is 30 November 2025.