

Senior Head of Business Development and Strategic Marketing

The Asian International Arbitration Centre (AIAC), formerly known as (KLRCA) was established in 1978 under the auspices of the Asian-African Legal Consultative Organization (AALCO) and pursuant to a Host Country Agreement with the Government of Malaysia. The AIAC is the first regional arbitration centre established by AALCO in Asia for the provision of institutional support in the conduct of domestic and international alternative dispute resolution (ADR) proceedings.

The AIAC, driven by unwavering commitment and motivation, remains at the forefront of innovation, actively championing and advancing ADR both within Malaysia and on a global scale. The AIAC is now looking for skilled and experienced **Senior Head of Business Development and Strategic Marketing**.

The Senior Head of Business Development and Strategic Marketing is responsible for planning, developing and implementing the Centre's marketing and advertising strategies. This includes creating advertisement campaigns and roadshows, managing marketing budgets, and incentivising marketing initiatives to increase revenue for the AIAC. This role involves leading the overall sales and marketing of the AIAC in line with the strategic plans devised by the Chief Executive Officer, proactively engaging with key stakeholders, promoting the Centre's alternative dispute resolution (ADR) products and services, as well as elevating the Centre's standing as an internationally preferred arbitral institution. The Senior Head of Business Development and Strategic Marketing also plays a pivotal role in fostering trust amongst stakeholders besides ensuring the highest standards of integrity and efficiency.

Scope of Responsibilities:

The Senior Head of Business Development and Strategic Marketing is responsible for, among other, the following:

- Develop, implement and oversee strategic marketing and advertising plans;
- Strategise, review and improve the performance and success of marketing campaigns and roadshows;
- Establish marketing goals and objectives as well as manage the marketing budget;
- Collaborate with the Legal Services Department and Operations Department for promoting the AIAC's products and services;

- Stay abreast with the latest marketing innovations, technologies and techniques as well as the contemporary developments and demands in the ADR industry in the region and globally;
- Plan and organise marketing functions to align campaigns with the Centre's brand and international stature;
- Supervise and oversee the day-to-day management and operations of the Business Development Department to ensure efficient administration;
- Train and mentor the Business Development Department in strengthening marketing strategies, effectiveness and efficiency;
- Achieve defined results, efficiency, transparency, and accountability;
- Strengthen existing and establish new cooperative relations with domestic and international stakeholders, as well as the relevant agencies to effectively promote ADR;
- Ensure strict compliance of the marketing plans and strategies with the relevant laws, regulations, and ethical standards; and
- Lead the implementation of strategic marketing plans that propel the Centre towards internationalisation and enhance the Centre's visibility and reputation.

Qualifications:

- Degree in Business Administration or Marketing or equivalent qualification.
- Minimum of 15 years' experience and above in leadership position(s).
- Proven track record of leadership, management and strategic marketing in complex and challenging environment.
- Excellent organisational, analytical, and strategic problem-solving skills.
- Outstanding communication and interpersonal abilities, including ability to foster strategic relationships with stakeholders.
- High level of integrity, transparency, and commitment to upholding ethical standards.
- Visionary, innovative, and willing to drive institutional and governance changes.
- Resilience and ability to thrive, including meeting expectations and deadlines under pressure.