

Job Title	BIG Programme Activation & Ecosystem Manager		
Company	Cradle Fund Sdn Bhd	Date	Jan 2026
Department	Strategy	Unit	BIG Team
Reports to	BIG Team Lead		

Summary of Role

The Programme Activation & Ecosystem Manager is the primary architect of the programme's public identity and community engagement strategy. This role is responsible for catalyzing interest and participation through high-impact events, strategic communications, and ecosystem partnerships. You will transform the programme's strategic goals into a compelling narrative that resonates with corporates, startups, media, and national stakeholders, ensuring the programme remains at the forefront of the national innovation conversation.

Job Description & Responsibilities

Strategic Communications & Brand Narrative

- Define and lead the communication strategy across digital and traditional media. You will own the "Tone of Voice" for the program, ensuring it reflects the CEO's vision and national strategic priorities.
- Serve as the primary press liaison. You are responsible for the drafting and strategic placement of press releases, executive op-eds, and thought-leadership content in key business and tech publications.
- Oversee the development of all marketing collateral and digital assets, ensuring high-production standards that position the program as a national innovation initiative.

Ecosystem Activation & Experience Design

- Concept and execute a calendar of high-impact activations, including national launch ceremonies, technical workshops, and high-level corporate "mixers" designed to foster public-private synergy.
- Curate the participant experience for all external touchpoints, ensuring that workshops and networking sessions facilitate high-value knowledge exchange and strategic networking.
- Manage the end-to-end promotional lifecycle for program recruitment, milestone celebrations, and "Demo Day" showcases.

Partner & External Liaison

- Identify, secure, and manage relationships with external enablers, including industry associations, technology hubs, and creative agencies.
- Represent the program at external industry forums to enhance the program's credibility and reach within the broader innovation economy.
- Manage relationships with PR, creative, and event agencies to ensure external vendors deliver on the program's quality benchmarks.

Programme Support & Cross-Functional Collaboration

- Provide direct support to the Programme Lead on strategic initiatives, urgent priorities, and special projects as required.
- Report regularly to the Programme Lead on programme progress, emerging risks, and stakeholder feedback to enable informed decision-making.
- Support other team members on an ad-hoc basis, stepping in to assist with workload management, deadline-critical tasks, and cross-functional projects that advance programme objectives.

<p>Qualifications & Experience</p>	<p>Qualification Degree in Communications, Marketing, or Business (MBA or relevant professional accreditation is highly desirable).</p> <p>Experience 8 years in Marketing, Corporate Communications, or Ecosystem Building, ideally within the Malaysian technology or venture capital sector.</p>
<p>Skills & Competencies</p>	<p>Core</p> <p>Ecosystem Diplomacy: The ability to influence and engage diverse external stakeholders, from startup founders to ministerial representatives and corporate C-suites.</p> <p>Creative Visionary: The ability to move beyond standard marketing to create unique "activation" moments that define the program's prestige.</p> <p>Outcome-Driven Agility: Thrives in a fast-paced environment, with the ability to manage multiple event and media deadlines simultaneously without compromising on quality.</p> <p>Brand Ambassadorship: Possesses the professional presence and articulation required to represent the CEO's office and the program in the public eye.</p> <p>Technical</p> <p>Strategic Marketing & PR: Advanced knowledge of the Malaysian media landscape and experience managing integrated marketing campaigns for government-linked or corporate entities.</p> <p>Event Production & Management: Demonstrated expertise in executing high-profile corporate events with a focus on seamless logistics and premium guest experiences.</p> <p>Copywriting & Editorial Excellence: Superior command of professional English and Bahasa Malaysia, with the ability to synthesize complex innovation topics into compelling public narratives.</p> <p>Digital Strategy: Proficiency in leveraging LinkedIn and other professional platforms for community building and institutional branding.</p>