

## Executive, Marketing

Near Jurong East MRT Station

### Responsibilities:

- Develop new marketing initiatives such as social media (Instagram), events or crossover collaborations to strengthen engagement of social media followers.
- Manage the creation and engaging digital content for publishing onto social media platforms.
- Provide copywriting for blog and marketing collaterals
- Assist in digital marketing campaigns, including website, content creation, SEO/SEM, and social media marketing for promotional activities.
- Provide marketing analysis and post campaign evaluation.
- Develop marketing partnerships to boost sales acquisition and brand awareness.
- Competitor analysis and monitoring: stay abreast of the latest industry news, trends and innovations (monitor websites and social media platform) and provide regular updates to the Retail team to ensure effectiveness and improvement / monitor closely what competitors are doing, which promotions, contents or initiatives are trending in online platforms.
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments.
- Assist in testing and building IT system capability.
- The ideal candidate will have a strong passion for digital marketing, an eye for design, and good project management skills.
- Ensure marketing strategies, plans and processes are executed in an efficient and timely manner in accordance with established operational guidelines and to meet retail requirements.
- Work closely with third party vendors and collaborate with partners to drive marketing / promotional activities.



**Requirements:**

- Preferably Degree in Business or higher.
- College degree may be waived if equivalent, extensive related experience can be demonstrated.
- Minimum 2 to 3 years in relevant experience. Ideally worked in the media, digital marketing, consumer services or B2C industries.
- Possess good service attitude, able to work well with fellow colleagues and market participants.
- Excellent spoken / written skills in English and Mandarin.
- Demonstrated experience in consumers and digital marketing.
- Organized, detail oriented and deadline sensitive.
- Familiar with the use of web concepts & technologies such as Adobe software, Flash, webpage design, SEO, SEM and analytics will be an added advantage.

**Others:**

- 5-day work week.

**Interested applicants, please forward your detailed resume with enclosed photograph including your last drawn salary, expected salary and availability to [HR.SG@pacificlight.com.sg](mailto:HR.SG@pacificlight.com.sg)**

**Please indicate the position that you are applying on the subject.**

**(All applications will be treated in strictest confidence. We regret that only shortlisted candidates will be notified)**

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