

Executive / Senior Executive, Marketing (Creative)

Near Jurong East MRT Station

Responsibilities:

- Conceptualize and produce creative assets to for website, social media channels and marketing collaterals based on requirements.
- Handle digital initiatives such as create an appealing website and landing page layouts, digital banners, updating website and more.
- Ensure website aesthetics are aligned with usability, accessibility, and web standards.
- Plan and execute electronic direct mail (EDM) marketing campaigns.
- Assist in digital marketing campaigns, including SEO/SEM, and social media marketing for promotional activities.
- Support the team marketing strategy and all other activities.
- Support the marketing partnerships to boost sales acquisition and brand awareness.
- Identify new trends in emerging technologies and apply them into operation and marketing activities.
- Assist in testing and building IT system capability.
- 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 Visual Communications, Marketing, Design or equivalent in the relevant discipline.
- College degree may be waived if equivalent, extensive related experience can be demonstrated.
- Proficient in the application of Adobe Design Suites and familiar with HTML and CSS.
- Minimum 1 to 3 years in relevant experience. Ideally worked in the media agency, digital marketing or UI/UX Designer.
- Understand mobile responsive design.
- Possess analytical mindset, critical thinking and able to work well with colleagues and external parties.
- The ideal candidate will have a strong passion for design, digital marketing, an eye for design, and good project management skills.

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

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)

By submitting your personal data and/or resume to PacificLight (“us”) or to HR.SG@pacificlight.com.sg, you shall be deemed to have given consent to us collecting, using, and disclosing your personal data for the purpose of assessing your job application. Information collected may also be disclosed to PacificLight Group of Companies (“PacificLight”) which includes PacificLight Power Pte. Ltd and PacificLight Energy Pte. Ltd. for this purpose. Please read our privacy policy [here](#) “ to promote easy accessibility.

