

Executive, Marketing (Web Designer)

Near Jurong East MRT Station

Responsibilities:

- Planning and implementing digital marketing strategy with key objectives for future OEM (Open Electricity Market).
- 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.
- Produce designs and graphics for digital marketing campaigns, including website, digital content marketing, SEM, email marketing for promotional activities and display advertising.
- Research and apply best practices in User Experience (UX) Design
- Responsible in maintaining, expanding, and scaling company website and other digital platform
- Developing and implementing search engine marketing, search engine optimization and paid search marketing activities
- User expert of website and/or webportal, and subsequent upgrades and enhancements to these systems.
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing
- Assist in developing customer loyalty programs and mobile application; consists of sourcing for vendors and partnerships, redemption strategies and work with inter-department on building IT system capability.
- The ideal candidate will have a strong passion for digital and web marketing platform, an eye for good design, and a strong technical knowledge in current digital and web development technologies.

Requirements:

Essential skills

- Must have a strong showcase of strong website.
- Proficient in web and design applications (HTML, CSS, Adobe Creative Suite, Wordpress, etc)
- Demonstrated experience in consumers and digital marketing.
- Organized, detail oriented and deadline sensitive.
- Familiar with SEO, SEM and analytics tool will be an added advantage.

Preferred skills

- Preferably Degree or above.
- 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. .

Other:

- 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)