



MARKETING & COMMUNICATIONS EXECUTIVE

Amara Singapore

Date Posted: 11 April 2017

Apply By: 11 May 2017

Department: Marketing & Communications

Employment Type: Full Time

JOB SUMMARY:

Assist the Marketing & Communications Manager in the planning, coordination and execution of comprehensive marketing campaigns and communications, each tailored to suit individual project/department, designed to generate businesses and publicity for the Hotel, F&B outlets and events.

RESPONSIBILITIES:

1. Assist the Marketing & Communications Manager in implementing marketing strategies and efforts in promoting the Hotel, F&B outlets and events.
2. Ensure consistent branding across all printed and digital materials for the Hotel, F&B outlets and events.
3. Maintain the Hotel brand website and social media platforms and post or upload latest promotions onto the various digital media platforms.
4. Draft and produce in-house guest letters for special occasions or events such as Father's, Mother's Day, Chinese New Year etc.
5. Check, edit and copy write for press releases, website, social media and marketing collaterals.
6. Verify all artworks produced by graphic designer in accordance to requirements before sending for print.
7. Work with graphic designer to design marketing collaterals and Electronic Digital Mailers (EDMs) for the Hotel, F&B outlets and events, and ensure the timely production and delivery of the marketing collaterals.
8. Post or upload all replies to guest reviews received on website or social media on a daily basis after the Marketing & Communications Manager has approved the draft write-ups.
9. Ensure all guest correspondences are saved and updated in shared drive on a daily basis.
10. Assist the Marketing & Communications Manager to coordinate and liaise with partners such as Banks (Credit Cards), corporations etc in reviewing and establishing contracts for joint promotional efforts.

11. Perform daily media monitoring on various channels such as websites, social media, prints, search engines, blogs, magazines etc.
12. Invite media, coordinate and assist the Marketing & Communications Manager to conduct media hosting for F&B events such as food tasting, on a periodic basis.
13. Handle phone enquiries.
14. Process department's request for design and printing of name cards for new staff and replenishment of existing name cards.
15. Copywrite for the best employee of the month and update information on notice board bi-monthly.
16. Oversee and submit monthly staff's attendance record, leave applications and petty cash claims for the department.
17. Raise purchase orders through Non-inventory purchase request system (NIPs) for work purposes.

Others

Perform any other duties as assigned by management.

JOB REQUIREMENTS:

1. A keen eye for detail, with excellent oral and written communication skills in English and Mandarin.
2. Possess basic photography and / or videography skills.
3. Digitally savvy and an excellent social media communicator.
4. Proficient in MS Office and related softwares.
5. Preferably equipped with web and design knowledge such as Adobe Photoshop, Illustrator, InDesign, etc.
6. Support and uphold the company mission, vision and values.
7. Maintain highest standards of professionalism, ethics, grooming and attitude towards staff and guests.
8. Maintain confidentiality at all times.
9. Excellent time management and organizing skills.
10. Able to multi task various projects within tight deadlines.

11. Outgoing, creative and with a pleasant personality.
12. Excellent interpersonal skills to manage press relations, media and work effectively with other departments.

QUALIFICATIONS & EXPERIENCE:

Degree in Mass Communication or Marketing with prior work experience in related field. Fresh graduates can also be considered.

SPECIAL REQUIREMENTS:

Able to work beyond official work hours and weekends/Public Holidays when required

Interested applicants may email their resume to Career.sg@amarahotels.com