

JOB DESCRIPTION

Job Title: Executive/Senior Executive, Communications

Requestor

Reporting Officer

Senior Manager, CMC

Job Description

- Digital marketing role that involves creation of digital and social media contents on Jewel Changi Airport's website and owned social media channels in creative and engaging ways that are highly shareable.
- Well-versed in digital marketing strategies to drive the following:
 - i. Follower numbers/subscription on Jewel's comms platforms; and
 - ii. Marketing efforts to strengthen Jewel's mindshare in the digital realm. The candidate will also function as the custodian of Jewel's social media platforms (Facebook, Instagram, TripAdvisor).
- Develop and manage Jewel Insider outreach programme.
- Manage all photography and video assets.
- Manage Jewel's visits programme.

Skills/Knowledge Required

- Diploma/Degree, with 2-3 years of relevant experience.
- Good visual storyteller with formal training or practical experience in creating video content, editing and designing content.
- Experience in influencer engagement relations.
- Hands-on experience in social media and publishing tools.
- Excellent and creative writer with a good grasp of the latest social media trends and developments.
- Self-driven and results-oriented individual with the ability to work on your own initiative, effectively both as an individual and as part of a team.
- Strong communication skills.
- Experience in AEM (Adobe Experience Manager) for website content update will be an advantage.
- Ability to work in a dynamic working environment with multiple stakeholders.
- Ability to multi-task will be advantageous.