

Job Title: Executive/ Senior Executive, Corporate & Marketing Communications

Reporting Officer

Manager, Corporate & Marketing Communications

Job Description

You will help to enhance the competitiveness of Jewel Changi Airport, a world class lifestyle destination which comprises attractions, retail, F&B, hotel and aviation services, through the following responsibilities:

- Plan, execute and manage all advertising and promotions of Jewel Changi Airport with the objective of helping to drive tenants' sales
- Liaise and work closely with the stakeholders including but not limited to advertising & media agencies, vendors and tenants to ensure successful running of campaigns/marketing programmes
- Partner with internal and external stakeholders to initiate, co-develop and optimise engagement with consumers to drive spend and footfall in the mall
- Be the go-to loyalty & marketing representative for both internal and external stakeholders including but not limited to campaign management and CRM related matters
- Assist to develop and execute and manage effective loyalty campaigns to build and maintain strong loyalty and achieve KPIs (e.g acquisition, retention, repeat purchases, reactivation etc)
- Assist with enhancements of CRM as and when required to ensure continuously improvement for consumers and internal stakeholders
- Liaise and maintain good relations with tenants and their marketing teams
- Keep track of budgets and prepare timely reports that measure the success of various marketing campaigns to assess the effectiveness of the campaigns in terms of shoppers traffic, spending and tenant's GTO
- Perform ad-hoc projects and other duties as assigned

Skills/Knowledge Required

- Preferable with 3 - 5 years of working experience in supporting loyalty and CRM in a similar capacity
- Creative, resourceful and good interpersonal skills
- Excellent written and verbal communications skills, and with interest in data and insights
- Computer literate with strong proficiency in Microsoft Office applications
- Fast and independent with strong organizational skills
- Self-motivated and able to work under pressure
- Results-oriented and able to meet tight deadlines
- Prepared to work irregular hours including weekends and holidays