

JOB DESCRIPTION

Job Title: Executive/Senior Executive, Communications

Requestor

Reporting Officer

Senior Manager, CMC

Job Description

- Custodian of Jewel's social media platforms (Facebook, Instagram, TripAdvisor).
- Plan and manage the social media calendar in support of the overall social media strategy and curate content in creative and engaging ways, including tracking the performance of such posts.
- Create highly shareable content for social media (Facebook and Instagram) such as videos, photos, GIFs etc.
- Develop and manage influencer outreach programme.
- Manage all photography and video assets.
- Plan and market outreach efforts for Jewel's attractions.
- Digital marketing including managing the website content and overseeing SEO implementation.
- To lead Jewel's visits programme.

Skills/Knowledge Required

- 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 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
- Familiar with the media landscape
- Experience in AEM (Adobe Experience Manager) for website content update will be an advantage.
- Ability to work in a dynamic working environment