

REQUEST FOR MANPOWER FORM

Job Title: Senior Executive / Executive, Attraction Sales

Requestor

Reporting Officer

Manager, Attraction Sales

Job Description

- Build strategic partnerships with the Corporate and Travel trade to drive the sales of Canopy Park's attractions at Jewel Changi Airport.
- Deepen existing collaborations and explore new opportunities & joint campaigns with partners; handle the promotions from planning, key visual design, marketing, execution to evaluation.
- Conduct familiarisation trips and site inspections, as well as product presentations to showcase and market to potential clients.
- Provide marketing support for the team, prepare marketing collaterals and materials, as well as manage the marketing inventory.
- Support Manager in various sales & marketing-related roles e.g. consolidating statistical reports, managing the CRM database and mailing list, preparing reports, as well as assisting in any other projects assigned.

Skills / Knowledge Required

- Possess at least 3- 5 years' experience in travel trade sales & marketing or other relevant sales experience.
- Self-starter, results-oriented individual with the ability to work independently and effectively as part of a team.
- Keen business acumen, meticulous and good analytical skills.
- Ability to work in a fast-paced and dynamic environment.
- Excellent written and communication skills.
- Familiar with attraction ticketing systems (e.g. SISTIC) is a plus.
- Willing to travel occasionally.