

Job Title: Manager, Corporate & Marketing Communications

Reporting Officer

Senior 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:

- Conceptualize 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 advertising & media agencies, vendors and tenants to ensure successful running of campaigns/marketing programmes
- Develop and drive loyalty programme marketing together with internal and external stakeholders to drive consumer spend and footfall in the mall
- Liaise and maintain good relations with tenants and their marketing teams
- Conduct post mortem to assess the effectiveness of the promotions in terms of shopper traffic and tenant's GTO
- Keep track of budgets and prepare reports that measure the success of various marketing campaigns

Skills/Knowledge Required

- Preferable with 5 - 7 years working experience in a similar capacity
- Have an eye for business acumen, eg. fostering partnerships with industry players etc
- 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 multi-task within tight deadlines
- Prepared to work long and irregular hours including weekends and holidays