

**Job Title: Senior Executive / Executive, CMC**

**Requestor**

**Reporting Officer**

Travel Trade Manager, CMC

**Job Description**

- Support Travel Trade Manager in executing sales and marketing strategy, primarily for China and Indonesia markets
- Analyse visitor arrival data and leverage on market insights to recommend new business opportunities to drive visits and maximise return-on-investment.
- Work with travel agents and key stakeholders to create market awareness and drive attraction ticket sales
- Plan and execute pre-arrival and post-arrival tourist marketing to create awareness of Jewel amongst the target audience
- Conduct familiarization trips and site inspections, as well as product presentations to showcase and market the attractions to potential clients
- Manage local and overseas Travel Agent enquiries, quotations and feedback

**Skills/Knowledge Required**

- Possess at least 3 - 5 years' experience in travel trade sales and marketing.
- Good analytical skills, churn sales and campaign reports
- Keen business acumen.
- Self-starter and results-oriented individual with the ability to work effectively as an individual or as part of a team.
- Meticulous and strong project management skills.
- Excellent writing and communication skills.
- Ability to work in a fast-paced and dynamic environment
- Proficiency in Mandarin would be advantageous
- Proficiency with Microsoft Office