

Marketing Manager, Centre for Career Readiness
Singapore Institute of Technology

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Posted May 17, 2024, set to expire Sep. 16, 2024

Job Title Marketing Manager, Centre for Career Readiness
Department Centre for Career Readiness
Institution Singapore Institute of Technology
Singapore, , Singapore

Date Posted May 17, 2024

Application Deadline Open until filled

Position Start Date Available immediately

Job Categories Director/Manager

Academic Field(s) Student Affairs
Public Relations/Marketing

Job Website <https://careers.singaporetech.edu.sg/cw/en/job/498676/marketing-manager-centre-for-career-readiness>

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Job Description

Marketing Manager, Centre for Career Readiness

Job no: 498676

Department: Centre for Career Readiness

Contract type: Contract

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We are a committed team dedicated to developing career-ready and employable students. CCR

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prepares students to adopt a growth mindset by providing guidance and resources, to expect and navigate the volatile and competitive changes in their career journeys. It plays a critical role in SIT's mission to seek collaboration with industry partners to provide applied learning opportunities for its students.

We are looking for a creative and dynamic Marketing Manager to join our team. The Marketing Manager will develop, execute and implement marketing and communication plans and content for various media, social platforms to companies to promote partnership for work attachment opportunities and to students to increase attendance at events, workshops and activities organised by the division.

Key Responsibilities

- Design campaigns/strategies for marketing and communication to promote awareness and involvement among students from all degree programmes, and to engage SIT's industry partners and prospective students.
- Collaborate with cross-functional teams to roll out CCR student engagement activities and initiatives.
- Development of simple design artworks for PowerPoint slides, infographics for website/social media and videos.
- Plan, generate, edit, publish and create engaging content (e.g. original text, photos, videos, news and resources) on relevant platforms such as social media, YouTube, web, eDM, newsletter, Telegram and intranet.
- Work closely with Corporate Communication colleagues to grow and expand division social media presence into new social media platforms, and increases presence on existing platforms including Facebook, LinkedIn, YouTube, Instagram, Tik-Tok and Telegram for both students and industries engagement.
- Perform other duties as assigned.

Requirements:

- Degree in Communications or Marketing or equivalent.

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- Minimum five years of experience in Marketing and Communications, Content Creation, Social Media Management, Graphic Design, Web Design and Strategy, Photography, Video Production, and Image/Video editing tools
- Some knowledge in designing using online tools such as Canva, Capcut, as well as Adobe Creative Suite such as Illustrator, Photoshop and Premiere Pro. Knowledge in HTML is preferable.
- Proficient with MS Office software.
- Strong verbal and written communication skills. Knowledge in copywriting preferable.
- Attention to detail, self-motivated, creative problem-solving skills.
- Selfinitiated, forward thinking and game to try new things .
- Strong team player but yet able to work independently, often with no reference to precedence

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Advertised: 17 May 2024 Singapore Standard Time

Applications close: 30 Jun 2024 Singapore Standard Time

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

Singapore