

Deputy Director/Assistant Director, Marketing & Insights
Singapore Institute of Technology

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Posted Aug. 6, 2024, set to expire Jul. 5, 2025

Job Title Deputy Director/Assistant Director, Marketing & Insights
Department SITLEARN
Institution Singapore Institute of Technology
Singapore, , Singapore

Date Posted Aug. 6, 2024

Application Deadline Open until filled

Position Start Date Available immediately

Job Categories Associate/Assistant Director

Academic Field(s) Public Relations/Marketing

Job Website <https://careers.singaporetech.edu.sg/cw/en/job/498739/deputy-directorassistant-director-marketing-insights>

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Job Description

Deputy Director/Assistant Director, Marketing & Insights

Job no: 498739

Department: SITLEARN

Contract type: Contract

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The Deputy Director/Assistant Director will lead the Marketing & Insights (M&I) team for *SITLEARN*, the Continuing Education and Training (CET) division of Singapore Institute of Technology.

Responsibilities:

Strategic Leadership, Vision and Results Orientation

- Drive revenue for all open enrolment and quality lead generation for B2B portfolio.
- Develop and execute digital marketing strategies to enhance brand awareness, engagement, and enrolment for all CET portfolios
- Lead MarTech and data strategy, ensuring integration and optimisation of marketing technology and business intelligence tools.
- Collaborate with SIT leadership to align marketing and data-driven initiatives with University goals.
- Foster innovation and continuous improvement within the division.

Product Marketing and Integrated Marketing Strategy

- Oversee the planning, development, and execution of new programme launches and marketing/advertising campaigns across web, social media, email, events and other channels.
- Utilise data-driven insights to optimise campaigns and improve ROI.
- Manage SIT's digital presence for *SITLEARN*, ensuring a user-centric and engaging online experience.
- Collaborate with corporate communications and cross-functional teams to develop compelling and relevant content with consistent messaging across all channels.

Marketing Technology Management

- Implement and manage MarTech platforms, including Salesforce Marketing Cloud and Education Cloud to support marketing campaigns and operations.
- Lead the marketing team and website/UX vendors to maintain and enhance *SITLEARN*'s website on Drupal, implementing best practices for SEO, accessibility, and mobile responsiveness.
- Stay updated on MarTech trends and innovations, recommending and implementing new technologies to enhance marketing efforts.

Data Analysis and Insights

- Develop KPIs to measure and monitor marketing effectiveness and business performance, that

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would inform strategy and decision-making.

- Manage a team responsible for insights, using tools like Power BI, Salesforce and CRM Analytics (Einstein Analytics).
- Provide regular reports and insights to SIT senior leadership.
- Ensure compliance with data governance and protection standards/regulations.
- Promote a data-driven culture across the University.

Divisional and Organisational Wide Leadership

- Manage and mentor a team of marketing and data professionals.
- Foster a collaborative and high-performing team environment within and across other Divisions, Centres and Academic Group.
- Provide ongoing training and professional development opportunities to team members.

Stakeholder Collaboration

- Collaborate with internal stakeholders, including corporate communications, admissions, office of student experience, academic staff and IT, to align marketing and data efforts with University initiatives.
- Work with the digital transformation office on initiatives to enhance the overall digital experience.
- Build and maintain relationships with external partners and vendors.

Requirements:

- Bachelor's degree in Marketing, Communications, Information Technology, or a related discipline.
- 9 - 10 years of experience, with strong experience in MarTech leadership.
- Proven track record in launching new products and developing/executing successful marketing campaigns.
- Expertise in SEO, SEM, social media advertising, email marketing, and content marketing.
- Proficient with marketing technology platforms such as Salesforce, Salesforce Marketing Cloud, Google Analytics, tag management systems and Microsoft Dynamics 365.
- Experience in managing content management system (CMS) websites.
- Skilled in databases and data visualisation techniques and tools, preferably Power BI, Salesforce, Microsoft Dataverse, Power Query, Excel and CRM Analytics.
- Excellent analytical skills to interpret data and derive insights.
- Strong leadership and team management skills.

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- Excellent written, verbal, and presentation skills.
- Able to work collaboratively with cross-functional teams and stakeholders at the senior leadership level.
- Knowledge of higher education marketing and the SkillsFuture/continuing education landscape is a plus.

We offer a hybrid work arrangement that combines remote and in-person work, subject to work exigencies.

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Advertised: 06 Aug 2024 Singapore Standard Time

Applications close: 30 Nov 2024 Singapore Standard Time

Contact Information

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

Contact

Singapore