

Senior Manager/Manager, SITLEARN
Singapore Institute of Technology

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Posted Sep. 25, 2024, set to expire Jul. 5, 2025

Job Title Senior Manager/Manager, SITLEARN
Department SITLEARN
Institution Singapore Institute of Technology
Singapore, , Singapore

Date Posted Sep. 25, 2024

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Director/Manager

Academic Field(s) Teaching & Learning

Job Website <https://careers.singaporetech.edu.sg/cw/en/job/498780/senior-managermanager-sitlearn>

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Job Description

Senior Manager/Manager, SITLEARN

Job no: 498780

Department: SITLEARN

Contract type: Contract

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SITLEARN is seeking for an experienced and dynamic Marketing Senior Manager / Manager to join SITLEARN, the Continuing Education and Training (CET) division of SIT. As Senior Manager /

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Manager, the incumbent will lead a team and excel in developing and executing comprehensive marketing strategies that drive leads, engagement, and visibility for our CET course offerings.

Key Responsibilities:

- Drive enrolments and revenue of the CET portfolio mix.
- Develop and implement integrated marketing campaigns for CET courses, aligning with overall institutional goals and market demand
- Lead digital marketing efforts, including SEO, SEM, social media campaigns, and email marketing, to increase visibility and enrolment for CET courses.
- Oversee the creation of high-quality, engaging content for various platforms, including website, social media, email newsletters, ensuring consistent messaging across all platforms.
- Collaborate closely with client partnership team and faculty to define and market compelling value propositions for CET courses.
- Manage and coordinate outreach events related to CET offerings, ensuring effective outreach and participation.
- Collaborate with internal teams, external teams within SIT, and industry partners to develop and execute marketing initiatives that support CET course objectives.
- Regularly analyse campaign performance metrics and report on ROI, making data-driven decisions to optimise marketing efforts.
- Utilise marketing automation tools to streamline and enhance the effectiveness of marketing activities.

Requirements:

- Tertiary qualification with at least 5 to 7 years of relevant work experience; prior experience working with educational institutions will be advantageous.
- Experience in leading a team and collaborating with other divisions and teams in delivering results.
- Possess a strong background in digital marketing and communications is essential for success in this role.
- Strong understanding of digital marketing tools and platforms, including Google Analytics, SEO/SEM, Salesforce Marketing Cloud, Ms Dynamics - ClickDimensions and Drupal.
- Demonstrable knowledge of emerging MarTech trends and familiarity with latest online technologies and development tools
- Excellent written and verbal communication skills.
- Strong project management skills with the ability to manage multiple initiatives simultaneously

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and ability to work collaboratively with cross-functional teams.

- Intermediate skills in Microsoft Word, Excel, and PowerPoint.
- Meticulous, self-driven, able to work independently and as a team.

We offer a hybrid work arrangement that combines remote and in-person work, subject to work exigencies. The successful candidate will be offered a 3-year contract with a view of renewal.

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Advertised: 25 Sep 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