

Assistant Marketing Manager, SITLEARN Professional
Development
Singapore Institute of Technology

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Posted Jun. 27, 2023, set to expire Jul. 5, 2024

Job Title Assistant Marketing Manager, SITLEARN Professional
Development

Department SITLEARN Professional Development

Institution Singapore Institute of Technology
Singapore, , Singapore

Date Posted Jun. 27, 2023

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/498447/assistant-marketing-manager-sitlearn-professional-development>

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Job Description

Assistant Marketing Manager, SITLEARN Professional Development

Job no: 498447

Department: SITLEARN Professional Development

Contract type: Contract

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SITLEARN Professional Development is looking for a talented marketing professional with marketing automation experience, to join our dynamic team.

As Assistant Marketing Manager, you will play a key role in in developing, implementing, and managing marketing strategies and campaigns for our division.

This is a growth role - as result of expansion - that involves utilising marketing automation tools, customer relationship management system (CRM) and other platforms to drive lead generation, nurture prospects, improve conversions, and enhance the overall effectiveness of marketing efforts.

You will collaborate with cross-functional teams to design, execute, and optimise marketing campaigns that align with SITLEARN's goals and objectives. In this new role, besides your business-as-usual activities, one of the projects you will be supporting on is in the implementation of a new CRM with omnichannel marketing capabilities.

SITLEARN Professional Development (SITLEARN) is the lifelong learning division of Singapore Institute of Technology (SIT), which caters to working adults who are keen to upgrade and gain new skills that can be applied in the workplace. Our Continuing Education & Training (CET) courses, infused with applied learning elements, are developed in consultation with industry and professional bodies to ensure relevance to the workforce.

Key Responsibilities

- **Campaign Management:** Plan, create, and deploy marketing campaigns across various channels (email, social media, website and offline) to engage prospective learners, nurture leads, and drive conversions. This includes managing agencies and other partners to produce creative assets and marketing collaterals for publicity.
- **Marketing Automation:** Collaborate with Marketing team members to develop and execute comprehensive marketing automation strategies to support SITLEARN's marketing objectives, including lead generation, course promotion and learner recruitment. Utilise data segmentation to create targeted and automated campaigns that resonate with target audience segments.
- **Data Analysis and Reporting:** Monitor, analyse, and report on the performance of marketing campaigns, working closely with the Insights team to provide recommendations for improvement based on key metrics and KPIs.
- **Collaborative Partnerships:** Collaborate with cross-functional teams, including business

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development and programme managers, to align marketing campaigns with departmental goals and initiatives.

- Stay Current with Industry Trends: Continuously research and stay up-to-date with industry trends, emerging technologies, and best practices in marketing to identify opportunities for innovation and optimisation

Requirements:

- Proven experience in marketing (at least 3 - 5 years): track record in digital marketing campaigns, project management and vendor management experience.
- Good understanding of lead generation, nurturing, and conversion strategies.
- Experience with marketing automation platforms, such as Eloqua, Marketo, Salesforce Marketing Cloud, or equivalent.
- Familiarity with CRM systems, such as Salesforce, Microsoft Dynamics, or equivalent.
- Excellent interpersonal, written, and verbal communication/presentation skills in English.
- Intermediate skills in Microsoft Word, Excel, and PowerPoint.
- Strong communication and collaboration skills to work effectively with cross-functional teams and stakeholders.
- Creative thinking and problem-solving abilities to develop innovative marketing campaigns.

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Advertised: 27 Jun 2023 Singapore Standard Time

Applications close: 31 Jul 2023 Singapore Standard Time

Contact Information

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

Contact

Singapore

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