

REQUEST FOR MANPOWER FORM

Job Title: Destination Marketing Manager

Requestor

Reporting Officer

Head, CMC

Job Description

- Lead the development of launch media campaign and tactical initiatives to achieve business goals
- Manage creative, media and digital agencies, as well as other stakeholder agencies to deliver thematic and tactical campaigns up to conversion in identified overseas markets through paid and earn media
- Plan and manage marketing budget and track campaign effectiveness against business objectives and marketing strategy
- Gather data and business intelligence to validate marketing strategy by gaining a deeper understanding of target audience needs and consumption behaviour
- Forge strategic partnerships or alliance with corporate partners to drive more footfall and consumer spend

Skills/Knowledge Required

- Experience in marketing, and/or experience in creative or digital agency or production house/publisher
- Self-starter and results-oriented individual with the ability to work effectively as an individual or as part of a team
- Strong analytical skills with proficiency in marketing, knowledge of tourism or related industries
- Strong English language proficiency to copy-write and vet marketing collaterals
- Meticulous and strong project management skills
- Ability to work in a fast-paced and dynamic environment
- Pre-opening team experience is advantageous
- At least 10 years of relevant experience