

Job Vacancy – Maternity Cover - Marketing & Social Media Manager (part-time)

JOB OVERVIEW

ADB-DutchCham is looking for a temporarily (maternity leave) (August – December 2021) Marketing & Social Media manager for three days a week.

In this role you will manage ADB-DutchCham's online platforms, communication tools and drive online marketing campaigns.

This position provides an exciting opportunity for an ambitious and talented marketer to improve our online conversation with our members and expand our membership base.

We are looking for a motivated and flexible team player, who has knowledge of online platforms (website, social media and newsletters). Someone who is tech savvy and has a feel for design. Knowledge of online design tools will be a big advantage.

JOB RESPONSIBILITIES

- Develop and create content for Website/LinkedIn/Facebook
- Creative writing and editing text
- Set up marketing campaign(s) with strategy to increase professional memberships
- Maintain website and keep innovating (SEO, news, vacancies, testimonials,...)
- Target new members through our events
- Track and monitor online performance of the various platforms (Google Analytics, etc.).
- Provide direct feedback/analytics with the goal to improve response/conversion rates.
- Design and create online visuals and banners
- Interview Orange/Corporate Members for website/e-newsletter

JOB REQUIREMENTS

- Diploma/Bachelor degree in Communication / Marketing / Media or related / or a proven track record within the communication & marketing
- Experience with managing Social Media media channels
- Tech savvy and basic knowledge of design programs (Photoshop, etc.)
- Positive, energetic and a resourceful team player
- Knowledge of SEO and Google Analytics
- Proficiency in Microsoft Office
- Proficiency in Wordpress & Mailchimp
- Excellent (English) writing skills & fluent English speaker
- Attention to detail and proofreading skills essential (English & Dutch)
- Dutch language is an advantage

Please only respond if you have are a PR, or own a LOC or are a citizen of Singapore.

Please send your CV & cover letter to Ingrid.klaassens@adb-dutchcham.sg If you have any questions about the job responsibilities please contact Lizzie Winckel