

Assistant Marketing Manager

Job Overview

We are looking for an Assistant Marketing Manager to work closely with members of the marketing team to ensure the delivery of the desired KPIs for SRT's productions and educational programmes. The Assistant Marketing Manager is responsible for developing and managing integrated marketing campaigns and activities with skillset and knowledge in digital and social media channels, support business objectives, foster relationships to marketing partners, execute campaigns, provide sales support, and advance brand building.

Responsibilities

- Build marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan
- Market through various channels and segment databases
- Ideate and make recommendations on marketing tactics
- Evaluate the impact of marketing programs in achieving their stated objectives, including impact on lead flow and effective communications
- Partner and collaborate with internal stakeholders, and external agencies and vendors
- Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes
- Develop creative marketing assets for below-the-line and social content (images and videos)

Qualifications for Assistant Marketing Manager

- Experience building complex marketing programs and reporting on the results
- Experience in digital, social and direct response marketing
- Experience using data and audience insight to inform decision-making and measure impact
- Competence as a creative writer with an eye for effective emails and social posts
- Strong project management skills
- Strong problem-solving ability, including metrics-driven thinking
- High level of initiative with collaborative and communication skills
- We're looking for someone with 4+ years of experience in marketing, has a Bachelor's Degree in Marketing, Business or Communications, and is familiar with the following software/tools:
 - Adobe Photoshop, Illustrator, Premiere Pro
 - Mailchimp, Survey Monkey
 - Microsoft Office
 - Social media tools and channels including Facebook, Instagram, TikTok, LinkedIn, Youtube
- Experience or love of performing arts or lifestyle brand marketing definitely an added advantage

Applicants:

Interested applicants must send their resume with accompanying cover letter (no more than one page) to margaret@srt.com.sg . The cover letter must include their current and expected salary as well as their availability.

Applications close 20 December 2021

Shortlisted applicants will be asked to attend an interview and prepare a short presentation.