



MARKETING COMMUNICATIONS MANAGER

Amara Sanctuary Resort Sentosa, SINGAPORE

Date Posted: 16 January 2019 | **Department:** Marketing Communications
Apply By: 15 March 2019 | **Employment Type:** Full Time

JOB SUMMARY:

To plan, coordinate and execute comprehensive marketing campaigns and communications, each tailored to suit individual project or department to generate businesses and publicity for the Resort.

RESPONSIBILITIES:

1. Implement strategies and efforts in promoting the Hotel, F&B Outlets and events
2. Ensure consistent branding across all printed and digital materials for the Hotel, F&B outlets and events
3. Maintain the Hotel brand website and social media platforms and post or upload latest promotions onto the various digital media platforms
4. Draft and produce in-house guest letters for special occasions or events such as Father's day, Mother's day, Chinese New Year etc
5. Check, edit and copy write for press releases, website, social media and marketing collaterals
6. Verify all artworks produced by graphic designer in accordance to requirements before sending for print
7. Work with graphic designer to design marketing collaterals and Electronic Digital Mailers for the Resort, F&B Outlets and events, and ensure the timely production and delivery of marketing collaterals
8. Post or upload all replies to guest reviews received on website or social media on a daily basis after the management has approved the draft write-ups
9. Ensure all guest correspondences are saved and updated in shared drive on a daily basis
10. Coordinate and liaise with partners such as Banks, Corporations etc in reviewing and establishing contracts for joint promotional efforts
11. Perform daily media monitoring on various channels such as websites, social media, prints, search engines, blogs, magazines etc
12. Invite and coordinate with media to conduct media hosting for F&B events such as food tasting, on a periodic basis

Others:

1. Perform any other duties as assigned by management

JOB REQUIREMENTS:

1. Support and uphold the company mission and core values.
2. Maintain high standards of professionalism, ethics, grooming and attitude towards staff and guests.
3. Maintain confidentiality at all times.
4. Excellent oral and written communication skills
5. Excellent time management and organizing skills.
6. Able to multi-task various projects within tight deadlines
7. Preferably equipped with web and design knowledge.

QUALIFICATIONS & EXPERIENCE:

1. Degree in Mass Communications or Marketing
2. Minimum 5 years' experience in similar capacity
3. Preferably IT-savvy, with knowledge of MS Office and related software

SPECIAL REQUIREMENTS:

1. Willingness to travel to Sentosa.
2. Able to work beyond official work hours and on weekends/public holidays when required

**Interested applicants may email their resume to
career@amarasanctuary.com**