



MARKETING COORDINATOR

Responsibilities

1. Communicate with target audiences and manage customer relationships.
2. Manage the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters etc.
3. Write and proofread marketing materials.
4. Liaise with printing vendor on printing matters.
5. Arrange the most effective distribution of marketing materials.
6. Maintain and update customer databases.
7. Organize training events, previews, seminars etc.
8. Source and secure sponsorships.
9. Conduct market research, for eg: using customer questionnaires and focus groups.
10. Develop and support marketing campaigns/communication, plans and strategies.
11. Monitor competitor activities.
12. Monitor the progress of marketing communications projects and events pertaining to the assigned training programmes.
13. Update marketing communications materials via the Company social media channels.
14. Provide administrative, research and analytical support to business development.
15. Provide administrative and marketing support of the Company membership matters.

Requirements

- Diploma in Marketing or its equivalent.
- Preferably 1 to 2 years working experience in marketing / training / customer service field.
- Fresh Diploma holders are welcome to apply.

- Proficient in MS Office applications and social media.
- Good interpersonal and communication skills.
- Excellent phone etiquette.
- Able to multi-task and work in a culturally diverse environment.
- Excellent planning, organization and coordination skills.
- Detail-oriented, flexible and able to work under pressure.
- Positive and willing to learn.

Other Information

- Working Location : Toa Payoh
- 5-day work week, Mondays to Fridays : 9.00am to 6.30pm / 1.00pm to 10.00pm (staggered shifts)

Interested candidates are invited to submit a comprehensive resume, stating the expected salary and date of availability to <state email address>.

We regret that only shortlisted candidates will be notified.