

# THE FULLERTON

HOTELS AND RESORTS

## Assistant/Social Media Marketing Manager

The Fullerton Hotel Singapore/The Fullerton Bay Hotel Singapore

### JOB RESPONSIBILITIES

- Lead social media strategy, planning, execution and optimisation across all social media channels
- Drive awareness, advocacy, marketing, and storytelling around the Hotels' initiatives and campaigns to engage both current and prospective guests and diners
- Oversee all content strategy across social platforms and identify key pulse points and messaging
- Understand brand and channel marketing and needs for success in the social space
- Manage the execution of social media and influencer campaigns
- Lead and oversee day-to-day management and tactical planning, providing support and troubleshooting where necessary
- Design processes to effectively partner with cross-functional teams
- Seek opportunities to deeply integrate social tools and practices into marketing efforts
- Identify social media marketing trends and key opportunities for innovation
- Define and track KPIs for social media content strategy, benchmark competitors and tie key social metrics back to core business objectives
- Other duties may be assigned

### JOB REQUIREMENTS

- Minimum 4 to 5 years of experience in social media marketing
- Extensive knowledge of social media marketing programmes and optimisation based on copy, creatives and placements
- Outstanding written, verbal, and visual communication skills
- Collaborative, proactive and solution-orientated
- Initiative to drive change in a quickly evolving space
- Knowledge of and focus on analytics and ROI
- Passionate about social media, content marketing, and telling the brand story
- A self-starting attitude - ready to seize opportunities to make an impact without needing to be told
- Experience in Hospitality, Consumer Goods, Food & Beverage or Retail sectors is preferred
- Polished presentation and interpersonal skills required for representing The Fullerton Hotels Singapore in diverse environments
- Excellent time management skills
- Demonstrates ability to prioritise workload
- Excellent oral and written communication skills

To apply for the above position, please send your full resume to [careers@fullertonhotels.com](mailto:careers@fullertonhotels.com).