



THE FULLERTON HOTEL  
SINGAPORE



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### **Assistant Manager (E-Marketing)**

- Updating contents across all digital channels, including brand website, mobile apps, social media and inhouse digital channels such as IPTV.
- Managing digital marketing campaigns integrating across all digital channels including paid search, display, mobile marketing/APP, email marketing, etc
- Planning and executing campaigns on social media, including but not limited to Facebook, Instagram and Youtube.
- Good understanding of user-generated content management, content marketing and reputation management.
- Proficient in web analytics and reporting tools (Google Analytics, Hootsuite, Facebook Insights, etc) with understanding of ROI and web conversion metrics
- Strategic content creation and excellent writing skills. Familiarity with photography and creation of videos would be a bonus

### **Requirements :**

- At least 2 year(s) of working experience in the related field is required for this position.
- Excellent Communication skills- both verbal and written required.
- Good interpersonal skills.
- Strong attention to detail.

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