

Job Title: Executive / Senior Executive, Communications

Requestor

Reporting Officer

Senior Manager, Marketing & Partnerships

Job Description

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

We are seeking a highly motivated and driven individual to join our Marketing & Partnerships team. This is a crucial role in the Brand & Partnerships team where you will be instrumental in the creation of content to continuously ensure mindshare for Jewel among the other tourist destinations in Singapore. Your key responsibilities are:

- Create digital and social media content on Jewel Changi Airport's website and owned social media channels in creative and engaging ways that are highly shareable.
- Drive follower numbers / subscriptions on Jewel's communications platforms, as well as marketing efforts to strengthen Jewel's mindshare in the digital realm.
- Function as custodian of Jewel's social media platforms (Facebook, Instagram, TikTok, TripAdvisor).
- Develop and manage Jewel Insider outreach programme (KOL outreach) and host KOLs on visits.
- Manage Jewel's visits programme (media & KOLs).
- Manage all photography and video assets.

Skills / Knowledge Required

- Possess a diploma / degree with 2 – 3 years' of relevant experience.
- Good visual storyteller with formal training or practical experience in creating video content, editing and designing content.
- Must have interest in creating social media content.
- Experience in influencer engagement relations.
- Hands-on experience in social media and publishing tools.
- Excellent and creative writer with a good grasp of the latest social media trends and developments.
- Self-driven and results-oriented individual with the ability to work on your own initiative, effectively both as an individual and as part of a team.
- Strong communication skills.
- Experience in AEM (Adobe Experience Manager) for website content update will be advantageous.
- Ability to multi-task and work in a dynamic working environment with multiple stakeholders.

We thank all candidates for your interest in a job at Jewel Changi Airport, and regret that only shortlisted candidates will be notified.