

# Marketing Executive

## Core responsibilities

The successful candidate will be involved in all aspects of marketing with a strong focus on marketing programs and event management. The incumbent should have a mix of marketing, creative and program management skills, a highly organised individual who can manage several projects at once and also have the desire to come forward with new ideas and contribute to the bigger picture.

## Marketing Program & Campaigns

- » Coordinate the delivery of an annual program of marketing campaigns.
- » Update all budgets relating to the annual marketing program.
- » Develop creative and content briefs for a variety of suppliers (e.g. printers) and internal support teams (e.g. PR, Creative, Digital).

## Event Management

- » Undertake research on suppliers (such as venues, AV, entertainment and ticketing) for the staging of both small and large events.
- » Manage the ordering and shipping of collateral and other event materials.
- » Oversee the updating of all event information on the Esri Singapore website.
- » Oversee the circulation of event electronic direct mailers.
- » Oversee the compilation of post-event feedback.
- » Update the Events calendar (as required).
- » Assist in the staging of all small office-based seminars and large events (e.g. User Conferences).
- » Compile speaker abstracts.
- » Assist in the development of chairing notes and PowerPoint slides.
- » Liaise with speakers regarding bios, presentation materials and travel arrangements.
- » Liaise with local booth builders.
- » Liaise with sponsors and exhibitors.
- » Assist on-site with the staging of events (e.g. delegate check-in)
- » Work with the Digital team to upload all video and online event content.

### Liaison with Suppliers (internal and external)

- » Source suppliers (e.g. translation house, venues, printer, merchandise supplier)
- » Develop and/or proof supplier job briefs (using templates provided).
- » Brief graphic artists, merchandise vendors, sign writers, and the internal communications team on upcoming jobs.
- » Coordinate external suppliers around the production of marketing materials (e.g. event and campaign collateral, tradeshow booths, merchandise).

### Marketing Collaterals & Merchandise

- » Proof all final artwork, including checking the work product against the initial job brief.
- » Raise purchase requisitions.
- » Liaising with suppliers on the delivery of orders.
- » Monitor stock levels of all merchandise ensuring items are used appropriately and levels remain adequate.
- » Manage distribution of collateral and merchandise (as required)

### Case Studies & Media Brief

- » Develop brief for case studies and inform internal PR team.
- » Co-ordinate sign-off of PR and case studies with sales, clients and the PR team.

### Email Marketing

- » Circulation of communications such as magazines, newsletters, direct mailers to internal sales team and customers.
- » Manage image library for Singapore, Malaysia and Indonesia (as required).
- » Manage the uploading and circulation of campaign communications via the company's marketing automation system - presently Campaign Monitor (e.g. EDMs)

### Social Media Marketing

- » Manage all social media sites such as Twitter, LinkedIn, Facebook, and YouTube for Esri Singapore.
- » Update content such as news stories, article links onto social media sites to promote our thought leadership, solutions, services etc.

### Website Management

- » Develop and/or update content for websites.
- » Monitor and report on website performance.
- » Optimise website content by using relevant keywords for our solutions and services.

### Operating Systems

- » Report on marketing events and campaigns' lead generation and update results and new contacts in the company CRM (Salesforce.com).
- » Manage the input and updating of marketing generated contacts into Salesforce
- » Action lead alerts from the marketing automation system.
- » Update workflow schedules as required via internal management tool (i.e. Brightpod).

### Administrative

- » Review all marketing mail and maintain the marketing mailbox (email) – distributing all items to the relevant parties.
- » Meet weekly with the Regional Marketing Manager to provide an update on your work progress.
- » Provide assistance (when required) to the extended regional marketing team.

### Job specifications

- » Relevant tertiary qualification (e.g. Marketing, Communication, Business etc.)
- » Experience liaising with external suppliers (e.g. graphic artists, printers, etc.)
- » At least three years' experience working in a similar role.
- » Experience working with budgets.
- » Familiarity with updating websites and/or CRMs a bonus.
- » Experience working with marketing automation software highly regarded.
- » Attention to detail.
- » Ability to effectively prioritise large workloads to meet strict – and often conflicting – deadlines.
- » Exceptional written expression and grammar.
- » Ability to problem-solve to ensure quality standards and deadlines are met.
- » Ability to liaise effectively with stakeholders at all levels.
- » Basic understanding of brand management is advantageous.
- » Proficient with the Microsoft Office suite including: Word, Excel, and PowerPoint.
- » Ability to remain professional under pressure.
- » A willingness to work outside of standard hours as required, with the ability to travel periodically.
- » Immaculate presentation, strong interpersonal skills and evidence of reliability.
- » Ability to travel regionally, to Australia and the US – as required.

### How to apply

If you can see yourself as Esri South Asia's **Marketing Executive**, then send us your resume, along with a cover letter addressing the selection criteria. Whilst we want to hear everything about you – please limit your cover letter to no more than two pages, and send to [careers@esrisingapore.com.sg](mailto:careers@esrisingapore.com.sg).

For more information regarding the role of Marketing Executive, please contact Jasmine Tan, Human Resources, by phone on (65) 6709 8122.