



THE SINGAPORE CONTRACTORS ASSOCIATION LTD (SCAL)

EXECUTIVE MARKETING / CORPORATE COMMUNICATIONS

Overview

Reporting to the Executive Director, the successful candidate will support the communication needs and work closely with the Marketing Manager to support the day-to-day marketing activities for SCAL assigned programs and initiatives, and its subsidiaries where applicable.

Job Description:

- Maintain positive relationships with the media, stakeholders including government agencies, business partners and the general public.
- Work with Board/Executive Director to handle media queries.
- Support Marketing Manager with end-to-end on planning, creative development, execution of online and offline marketing campaigns.
- Custodian for all collaterals – Produce / edit / proofread content including but not limited to website, posters, brochures, banners, electronic direct mailers, press releases, speeches, articles, interviews etc.
- Custodian for all communication channels including but not limited to social media channels, Telegram, email marketing, website etc. Responsibilities include content planning, support the design of and subsequently deliver on schedule via these channels etc.
- Assist with the planning and execution of both online and physical events organised by SCAL and its subsidiaries (where applicable).
- Track and measure campaign performance across different platforms, provide key analytics through tracking systems.
- Liaise and work closely with vendors, internal teams, and stakeholders to conceptualise and produce content and creatives.
- Support other marketing activities as required or any other duties as may be assigned by the Executive Director or by whomever the Executive Director so designates.

Job Requirements:

- Degree or diploma in Communications, Public Relations, Marketing or related field with at least 3 years of relevant experience.
- Excellent and polished copywriting ability is highly regarded.
- Relevant experience in events planning will be an advantage.
- Good understanding and familiarity with Singapore's built environment is preferred but not essential.
- Proactive, able to work with minimal supervision, and effective multi-tasker.
- Experience in managing and using website CMS, digital communication tools (such as Sendinblue, Jotform) will be an advantage.
- Experience in social media marketing, SEO and web analytics tools (such as Google Analytics, Goggle Tag Manager) will be an advantage.
- Basic design skills, including knowledge of Adobe Illustrator/Photoshop and Canva or a similar program.