

## **Job Description:**

- Assist Department Head in PR and Communications, Marketing, eCommerce, event, continuous branding exercise and create creative marketing content for web and social media platform
- Initiate development, creation, implementation and maintenance of communication, marketing/publicity, PR collateral's, press releases and eCommerce/ eMarketing program.
- Create effective e-Commerce strategy to drive revenue through branding, promotions and digital marketing campaigns.
- Develop, execute and manage comprehensive and effective Social Media Strategy (website, Facebook, Instagram, LinkedIn, Twitter)
- Establish contacts with various tourism related organization, associations, members of the press and media and any other parties who are clients to the airline.
- Research and analysis through gathering of market information and database such as trends of competition, evolution of technology, customer trends, etc
- Plan for various sales account management covering travel agent, corporate, hotel/ resort and attends and organize major corporate and travel functions (trade show, promotional events, etc)
- Execute and maintain high level of exposure for the airline in local and international markets through capitalization of internet, social media platforms, print, audio-visual, Point-of-Sale material above and below the lines under traditional and contemporary mediums.
- Gradually increasing viewer on website and social media platform and achieving online booking up to 85%.
- Develop and implementing Company Brand book
- Champion the company brand identity across all developed materials
- Plan and execute CRM programme.

## **Candidate**

- Preferably female with pleasant, cheerful personality with good interpersonal skills who like to interact with all level of people.
- Creative thinking and full of ideas for designing attractive MARCOM products, posters and catchy sales lines and teasers.
- Research and analytical skills
- Results driven, proactive and able to work independently

## **Education and Qualifications**

- Minimum qualification Diploma or Bachelor Degree in Mass Communication/ Marketing Communications/Business/ Marketing/ Multimedia/IT/ Hospitality/Tourism Management or related filed.
- Preferably fresh graduates or Junior Executives specializing in Public Relations/ Communications or equivalent
- Excellent verbal and written skills in English. Able to use Adobe Illustrator, Adobe Photoshop, CMS web editing and Mandarin language (oral and written) would be an advantage.
- Excellent in Microsoft Office