"Proven Teachers, Proven Methods, Proven Results"

Stalford Learning Centre is a premier education institute with a strong presence in Singapore and Asia. As one of the industry leaders, Stalford has an established track record for providing reliable and quality education to our students. With more than 20 centres islandwide, Stalford thrives in the competitive tuition industry by virtue of our strong human capital and a committed and professional workforce.

Join the Stalford family today!

JOB TITLE

Social Media Marketing Executive

Job Responsibilities

• Plan, develop, and execute social media strategies across platforms such as Facebook, Instagram, LinkedIn, and TikTok to enhance brand awareness and engagement.
• Manage day-to-day social media operations, including content creation, scheduling, publishing, community management, and audience engagement.
• Monitor, analyse, and report on social media performance using relevant analytics tools, providing actionable recommendations to optimise campaign effectiveness.
• Collaborate with the Marketing and Admissions teams to support student recruitment campaigns, promotional activities, and events.
• Conduct market research, emerging trends, and industry best practices to identify opportunities for growth.
• Keep abreast of the latest social media trends, digital marketing tools, and platform updates to ensure effective implementation of marketing initiatives.

Job Requirements

• Diploma in Marketing, Communications, Mass Communication, Business, or a related discipline.
• Prior experience in social media marketing, digital marketing, or content marketing is preferred.
• Fresh Graduates are welcome to apply.
• Hands-on experience with social media management and analytics tools such as Meta Business Suite, Hootsuite, Google Analytics, or similar platforms will be an advantage.
• Excellent copywriting, content creation, communication, and analytical skills.
• Creative, proactive, resourceful, and able to work independently as well as collaboratively in a team environment.

Interested applicants are invited to send your resume to careers@stalford.edu.sg.

We appreciate your interest in joining our team and look forward to reviewing your application