

JOB DESCRIPTION

Designation	Marketing Associate (TP Career Kickstarter)
School/Department	Temasek SkillsFuture Academy
Number of Position	1
Duration of Role	6 months

KEY RESPONSIBILITIES

- Assist in planning and executing marketing campaigns (email, social media, digital, and print).
- Support content creation and editing for social media, websites, and eDMs.
- Coordinate with internal teams and external vendors for campaign assets and materials.
- Manage marketing inventories (collaterals, giveaways, event items, etc.).
- Assist in organising events, roadshows, or outreach activities.
- Support in general marketing and other admin duties as needed.

PREREQUISITES

- Strong project management skills to manage multiple projects and deadlines
- Strong written and verbal communication skills, with the ability to effectively convey information and engage with different audiences.
- Good understanding of marketing principles, concepts, and strategies
- Proficient in using creative tools such as Adobe creative suite, Canva.
- Knowledge of digital marketing channels such as SEO (Search Engine Optimization), SEM (Search Engine Marketing), social media platforms, content marketing, email marketing, and web analytics.