

**Chou Sing Chu Foundation (CSCF) is a non-profit organization committed to promoting Chinese culture, education and language in Singapore and Southeast Asia. We are looking for dynamic individuals who share our vision to join us and put it into action.**

### **Marketing Executive**

The marketing executive applies marketing knowledge and creativity to generate interest for the organisation's cultural and educational activities. A strong interest and a good command for the language are required to articulate the beauty of the language through various medias

### **Responsibilities.**

- Familiar with media, public relations, ATL and BTL communication tools
- Manage production of marketing and digital materials including but not limited to printed materials such as poster, brochures, sponsorship gifts, and digital materials such as Facebook, website and blog post
- A team player to plan and execute various marketing activities, such as events, exhibitions and marketing campaigns in store and online
- Able to copy write in both Chinese and English in order to prepare communication materials
- Work with external and internal stakeholders for partnerships and launch of campaigns
- Being resourceful and manage campaign budgets to ensure efficiency
- Manage design and build organization website and content management on available web platforms
- Manage online publicity, community management, comments and moderation
- Communication to team and management of project development, timeline and results

### **Requirements**

- Degree in Chinese, Marketing or Mass Communication.
- Minimum 2 years of relevant working experience.
- Proficient in both English and Chinese to liaise with Chinese-speaking associates.
- Able to work independently and as a team with strong interpersonal communication skills
- Able to multi-task and work under scheduled deadlines
- Have past experience managing website and social media platforms
- Have a keen eye for details, and a flair for creative writing
- Familiar with local education scene will be preferred
- Only Singaporeans or Permanent Residents will be considered.

To apply, please send your resume to [general@chouscfoundation.org](mailto:general@chouscfoundation.org).