

Sassy Mama Marketing Manager

The Marketing Manager will be a key member of the lively Sassy Mama Singapore team, supporting current marketing activities and planning new marketing initiatives to drive traffic to all Sassy Mama Singapore channels.

Scope includes campaign planning and execution, stats reporting, social media management, events and PR.

Main Responsibilities:

- Develop and implement a digital marketing strategy that covers all aspects of the digital footprint for Sassy Mama Singapore
- Manage and optimise the brand presence on social media, including running social media ads, ad copywriting, briefing the design team and image sourcing
- Work with internal and external teams to design, deliver and measure digital initiatives to drive traffic to all platforms against goals
- Manage the regular publishing schedule of Facebook and Instagram posts and promote content through social advertising
- Manage Giveaways: implement and oversee the various stages of all giveaways such as web communications, social media campaigns, banner ads etc
- Track our channels' and campaign digital performance by analysing key data, measuring growth, and identifying improvement areas by the examination of weekly and monthly performance
- Work with the Partnership Team to plan and develop promotional material, including media kits, rate cards, client communications, sales pitches, etc
- Keep track of emerging marketing and social media trends, platforms, and best practices

In addition, the Marketing Manager will be responsible for:

- Event Management: Helping to plan all aspects of digital and physical events, including scheduling, execution, promotion, managing RSVPs, and on-site management
- Project Management; Devise new marketing projects and cross-marketing campaigns, implement and oversee the various stages such as web communications, social media campaigns, banner ads, etc. that are involved in the project

Required Skills:

- 3-5 years of proven working experience in digital marketing in a related field
- Confident with web analytics tools (e.g. Google Analytics Universal & GA4, DataStudio, Google Search Console, etc)
- Solid knowledge of ad serving tools (Google Ad Manager, Meta Ad Manager, etc) and eDM tools
- Excellent verbal and written communication skills (English)
- An interest in family and lifestyle content
- Outstanding organization and time management skills
- Excellent analytical skills and data-driven mindset
- Team player with the confidence to take the lead and guide other employees when necessary (ie: content development, online reputation management, and giving feedback on creatives for marketing campaigns)
- Degree-level education in marketing or related field
- Wordpress or other content management systems is a plus

Benefits of Sassy Media Group:

- This is a full-time role with a friendly team that offers flexible hours and remote working opportunities.

If you are a motivated, results-oriented individual with a love of learning, we would love to hear from you! Please send your CV and cover letter to: jobs@sassymediagroup.com detailing why you are interested in the role.

Subject line: SMSG Marketing Manager - Your Name

The applicant must be eligible to work in Singapore (SC or PR) and be based in Singapore (unfortunately we cannot sponsor a visa).