



SMRT Corporation Ltd – Executive, Media and Marketing Communications

You will drive media relations and marketing communications programmes for the Group and business units in support of the company's branding and marketing objectives. Apart from proactive media relations, issues and crisis management, you will plan and implement marketing communications plans and publicity campaigns for the Group and business units, including the production of publicity materials and collateral, as well as the organisation of activities and events. You will also assist in managing the marketing communications budget, monitor marketing communications effort on business and revenue impacts.

Requirements:

You should possess a Degree, preferably majoring in Marketing, Mass Communications or a related field of study with a minimum of 2-4 years of relevant working experience. You should have excellent written and spoken communication skills, have strong analytical and interpersonal qualities and be able to offer strategic and creative solutions to business units.

Human Resource Division

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All materials will be kept in the strictest confidence. Only shortlisted candidates will be notified.

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