



SMRT Corporation Ltd –Manager, Transport Market Development

You will perform a leading role in growing the fare revenue and profit of SMRT's multi-modal passenger transport businesses.

You will lead a team to formulate market development initiatives to secure new customers and retain existing customers for SMRT's multi-modal passenger transport businesses. The team needs to carry out market intelligence activities, market research/surveys and market segmentation. The team will work closely with the stakeholders in relevant SMRT departments to formulate and implement the market development initiatives, as well as to secure necessary regulatory approval for the implementation of certain initiatives.

You will also be a mentor to the junior members of the team, guiding them to achieve high performance and contribute effectively to the growth of SMRT.

Requirements:

You should have a good degree and preferably at least five years of relevant experience. You should possess excellent competencies in market development and a strong commitment to achieve business excellence and service excellence in the passenger transport business. Experience in formulating and implementing customer loyalty reward schemes will be advantageous

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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