

## JOB DESCRIPTION

<b>Job Title: Digital and Communications Manager</b>	<b>Report To: VP Marketing and Customer Experience</b>
<b>Location: Raintree Office</b>	<b>Date: December 2020</b>
<p>Purpose of role:</p> <ul style="list-style-type: none"> <li>• Oversee all matters relating to digital and communications including digital marketing, social media, platform management, audience engagement, advertising, brand identity and collateral production as well as other activities to ensure fully integrated campaigns</li> <li>• Increase awareness of portfolio of projects among local audiences by delivering effective digital campaigns and communications that maximises exposure and improves market share, revenue and sales</li> <li>• Responsible for the development, implementation, execution and budget control of digital marketing and communications strategy, plans and initiatives</li> </ul>	
<p><b>Key Responsibilities:</b></p> <p><b>Digital Marketing and Communications</b></p> <ul style="list-style-type: none"> <li>• Drive digital marketing and communications strategy and plans for internal/external audiences and stakeholders to maximise awareness, engagement and loyalty</li> <li>• Develop overall content marketing plans and work with digital and content team to produce multimedia content as per marketing calendar schedule</li> <li>• Work with Marketing and Community Manager on conception and execution of brand and marketing campaigns for Urbanland and across portfolio of projects</li> <li>• Work with Sales team and Leasing team on online lead-generation and advertising</li> <li>• Oversee management of digital platforms (eg websites, social media profiles, OTAs, review sites) across all products, ensuring content and functionality is on-brand and up to date, managing technical fixes, etc</li> <li>• Manage and monitor organic and paid advertising campaigns and budgets</li> <li>• Track performance across digital channels, analyse content, web and social media data via dashboards and propose improvements</li> <li>• Coordinate all matters related to creative and media planning, paid advertising, meta search, social media and email marketing campaigns, etc to increase engagement, bookings and sales</li> <li>• Keep up to date with digital trends and developments to ensure Urbanland are at the forefront of innovation</li> </ul> <p><b>Project Marketing</b></p> <ul style="list-style-type: none"> <li>• Act as brand ambassador and develop annual marketing strategy and plans for portfolio of hospitality (including F&amp;B and spa), residential condominiums and business hub development projects to engage global and local audiences</li> <li>• Work towards achieving sales and leasing revenue targets, proposing yield strategies, tracking market performance and meeting budgeted, forecast, and optimal business mix targets (Strategies will include pricing, status, direct sales, marketing, and public relations)</li> <li>• Oversee end-to-end of conception and implementation of annual marketing strategy and plans, working closely with project general managers and leadership to ensure the marketing and communications strategy supports revenue generating efforts</li> <li>• Ensure projects receive regular exposure in local and international media through print, online, radio and</li> </ul>	

television through proactive and reactive PR actions

- Ensure news related information, photography, videography and press releases are updated and featured as appropriate for all audiences
  - Provide local expertise about seasonal promotions, forthcoming events, local attractions and competitor activity to optimise return on advertising and marketing spend
  - Ensure adherence to guidelines for brand, advertising, marketing and social media collaterals
- Manage project marketing budgets and reconciliation

**Competencies:**

- Excellent project manager with experience of delivering successful digital marketing campaigns and platforms
- Excellent communicator, both verbally and in writing – experienced with engaging clients, vendors, senior management, and colleagues
- Excellent presentation skills including planning and creation
- Demonstrable ability to develop effective brand marketing and/or channel marketing strategies (real estate environment preferred)
- Strong social/digital media skills to ensure successful campaign implementation
- Strong team leader, able to inspire others
- Good working knowledge of SEO, growth tracking, ROI, web-related data analysis and other metrics
- Good working knowledge of digital analytics tools (e.g., Google Analytics, Facebook Insights, etc)
- Clear understanding of brands and the marketing mix
- Good at managing different projects at the same time and work well under pressure
- Energetic, enthusiastic and passionate about their projects and creating positive change
- Able to manage budget allocation, forecasting and tracking
- Able to collaborate with a wide range of people from different parts of the business
- Working knowledge of Microsoft suite of products eg Outlook, Word, Excel, Powerpoint

**Qualifications and Experiences:**

- Bachelor's Degree in digital marketing or related field, or relevant industry qualification
- 3 years' experience in managing a team
- Proven experience with digital marketing planning and execution eg social media, content marketing, creative production
- Proven experience with creating a marketing strategy, marketing plan and marketing campaign
- Experience in real estate or hospitality industry is preferred