ELECTRIFY is a dynamic Singaporean startup building a better energy platform for consumers in Asia. Through our platform, we want to decentralise energy production and empower consumers by giving them the freedom to choose the energy they consume. 
https://electrify.sg/

**Marketing & Communications Manager / Executive**

We are solidifying our position in Singapore and expanding into the region and are looking to build a new Marketing and Communications team. We are seeking an experienced Marketing-communications Manager and a team of executives who are passionate about energy and blockchain issues.

As a member of the team, you will create specific campaigns and communication materials based on our market and communities' interests; develop and manage social media content for our various social media channels.

As a Manager, you will also be in charge of developing the marketing and social media strategy for ELECTRIFY’s marketing plans and execute these plans to build better relationships with our customers and community. You will be instrumental in the development of go-to-market strategies for Electrify’s participation in Singapore’s Open Electricity Market exercise where domestic electricity consumers will be able to buy power from a private retailer.

We're looking for great communicators who can understand complex issues, explain them in person and via well-written articles and blog posts and plan engaging communication strategies to convey these issues.

- Develop and implement a vision and strategy for the marketing, i.e. marketing for programmes that help engage and build relationships with ELECTRIFY’s communities.
- Create high-impact social media and/or marketing campaigns to develop new channels and/or expand social media opportunities for growth.
- Devise press strategies, crisp messaging and communications guidance related to our offerings for specific audiences.
- Manage all marketing activities including but not limited to public relations, brand activation, roadshows and events.
- Manage our social media channels, including Facebook, Twitter, Telegram, LinkedIn accounts with the goal of growing reach and engaging our community.

**Minimum Qualifications**

- Candidates applying for the Managerial role should have a Bachelor’s degree and/or equivalent and 3-5 years practical experience.
- Applicants with 1-2 years of relevant experience will be considered for the Executive position.
- Excellent written and verbal communication skills in English; bilingual ability in Mandarin is a strong bonus, as is fluency in Japanese.
- Creative, diplomatic, cool under pressure and fantastic interpersonal skills.
- Possess experience in adapting to and thriving within a dynamic, rapidly changing environment, specifically in technology or software businesses is a plus.
- Possess experience in B2C engagement, and able to demonstrate a solid understanding of consumer behavior as it pertains to the consumption of necessary goods.
- Needs to possess a strong sense of initiative and able to function independently.
- Interest in energy and blockchain issues with a strong personal interest in technology and software and gaming.
Preferred Qualifications

- Experience with community-driven products or audiences, working for, or with, digital marketing companies.
- Strong understanding of the intersection of traditional, digital, social, multimedia, communications and marketing.
- Management experience is ideal for managerial applicants.
- Ability to plan for and execute multiple projects simultaneously in an organized fashion, and work effectively in a team environment.
- Start-up experience is a bonus.

To apply, please send in your application to jwong@ntu.edu.sg by 27 Apr 2018, Fri (QUOTE Job Title in subject heading)

Due to volume of applications, we regret only shortlisted candidates will be notified.