

JOB DESCRIPTION

Role: Performance Marketing Executive/Manager
Reports to: Marketing Manager, Asia Pacific
Location: Singapore

The **(Senior) Events Executive** will support the execution of the region's marketing activities to manage and execute events in Singapore and the region (eg: webinars, tradeshows and other events).

Responsibilities

- Plan, prepare and execute all internal and/or external events in Singapore, and larger events across Asia Pacific, working closely with key stakeholders and other departments.
- Plan and oversee operational set-up, execution, and tear-down of all events, including booth design, pull-up standees, corporate giveaways, etc.
- Responsible for all pre, and post-event communications to drive attendance and engagement (eg: EDMs, newsletters, third-party event portals, etc)
- Identifies and builds relationships with external partners, and opportunities to drive joint events and collaboration
- Identify and recommend key events in Asia Pacific and works with Country Managers to support the execution of such events.
- Hosting and facilitating webinars and other in-person events as needed.

Technical Skills and Competencies

- Diploma / Degree in Marketing, Communications or Business
- Fluent in English and Mandarin
- Excellent copywriting skills
- Social media savvy (LinkedIn, Facebook, Instagram)
- Familiar with Adobe Photoshop, Illustrator, WordPress, HTML
- Knowledge of Google Analytics, Google Adwords, Facebook Ad Manager ideal
- Understanding of SEO and SEM
- Hands-on knowledge of CRM platforms (Hubspot, Mailchimp, Hootsuite, etc)
- Ability to multi-task and work within tight timelines

Useful links

- Website: www.biposervice.com
- Facebook: <https://www.facebook.com/biposvc>
- LinkedIn: <https://www.linkedin.com/company/bipo-svc/>



To apply for this role, please contact: asean.hr@biposervice.com

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Our enterprise-ready **HR Management System** automates HR processes, simplifies workflows, and delivers actionable insights to build the best employee experience. Complemented by our **global payroll outsourcing** and **Employer of Record (EOR) services**, we support businesses to manage today's global workforce.

Established in 2010, and headquartered in Singapore, we are better connected to support your payroll and people solutions needs through a global network of 30+ offices, four R&D centres, and business partners across 100+ countries.

Our products & services

- HR Management System (HRMS)
- Global Payroll Outsourcing
- Employer of Record (EOR)