



Incorporated in 1992, Mileage Communications celebrates its 30<sup>th</sup> anniversary this year. It is Singapore's largest home-grown marketing communications consultancy with offices in 10 countries and 16 cities. They are in Singapore (HQ), Cambodia (Phnom Penh), China (Shanghai), India (New Delhi, Mumbai, Bangalore, Chennai and Kolkata), Indonesia (Jakarta), Malaysia (Kuala Lumpur), Myanmar (Yangon and rep. office in Mandalay), South Korea (Seoul), Thailand (Bangkok) and Vietnam (Hanoi and Ho Chi Minh City). Mileage Communications is the only agency which owns its building called "Mileage House" at Club Street. Its expertise is in 8 core sectors namely: high-end consumer/lifestyle; corporate finance/investor relations/launch of IPO; healthcare/biotech/medtech/pharmaceutical; blockchain/fintech/artificial intelligence/big data/robotics/smart tech; shipping; issues/crisis management; hospitality and sports.

Mileage has a vacancy for the position of Public Relations cum Social Media Executive

Below is a brief description of the duties:-

Applicants must have the following:-

- A university degree
- Must be able to work independently
- Good command of written and spoken English
- Preferably be effectively bi-lingual in English and Chinese
- Have basic multimedia skills to produce digital content such as graphics, montages, campaign over images, infographics or video
- Social media native with experience and knowledge at managing various platforms (i.e. Facebook, Twitter, YouTube, Instagram, LinkedIn)
- Understand market segmentation and segmentation strategies

Description of duties:-

- Writing of press releases, feature articles, contact reports etc.
- Content generation with adherence to the designated content calendar
- Media relations including traditional and social media
- Client liaising/servicing
- Event management
- Media monitoring
- Handling social media management tools
- Execute social media / digital marketing campaign

Only selected applicants will be called for interview. Please submit resume to:-

[info@mileage.com.sg](mailto:info@mileage.com.sg)