

**Position: Marketing Executive (Social Media)**  
**Company: KC Group of Companies**

KC Group of Companies started with printing business and expanded into the hair and beauty industry. KC Group of Companies has seen their brands grow to become some of Singapore's most recognised. Currently, KC Group of companies counts kcuts, Ronghua Bak Kut Teh, Apgujeong Hair Studio, Myeondong Hair Studio & Yakson House under its belts.

**Job Description:**

- Manage and maintain the organisation website
- Write and optimise content for the website and social networking accounts such as Facebook and Instagram
- Track and analyse website traffic flow and provide regular internal reports
- Attain key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion
- Continually work on the Search Engine Optimization of the website
- Edit and post photos, videos, podcasts and audio content to online sites Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing
- 5 days work week

**Requirements:**

- Degree in Business/Marketing related
- Fresh Graduate welcome
- Advanced communication and interpersonal skills
- Strong Editing and Writing skills
- Passionate about writing, content management in social media etc: FB, Instagram, Blogs

**Application:**

To apply, please email your detailed CV in MS Word format to [management@kcgrou.sg](mailto:management@kcgrou.sg)

We regret that only short-listed candidates will be contacted shortly.