



澳娛綜合度假股份有限公司

SJM RESORTS, S.A.

Department: Brand Development & Marketing

Position Title: Senior Manager – Digital Analytics

Job Description:

- Setup and manage the tracking codes and tagging structures on all digital marketing touchpoints
- Manage and summarize data from various internal and external data sources
- Develop and manage databases, data collection systems, data analytics and other strategies that optimize all marketing touchpoints and campaigns
- Report, analyze and make recommendations for improvements of all digital marketing activities
- Develop the Digital Marketing reporting standards for regular performance tracking and evaluation
- Assist and support in brand services and marketing services of Grand Lisboa Palace project with special emphasis on developing and managing digital marketing campaign timelines along the critical path

Job Requirement:

- Bachelor Degree or above in level in STEM field, ie. Applied Mathematics, Engineering, etc
- Minimum of 5 years of working experience in digital marketing analytics
- Experience in CRM data analytics, data segmentation, and data modeling
- Excellent analytical and data management skills
- Strong Knowledge of common internal and external data sources
- Good knowledge on Chinese culture and internet trends
- Bi-lingual ability of English and Chinese

Interested parties, please apply via:

- Email the detailed resume to careers@sjmresorts.com
- Hotline 89820288 / 65288037

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SJM RESORTS, S.A.

Department: Brand Development & Marketing

Position Title: Senior Executive - Digital Platform and Innovations

Job Description:

- Develop and maintain the digital contents on the Company digital platforms
- Manage the design and development of all digital platforms of Grand Lisboa Palace
- Recommend and implement the best digital UX for customers
- Assist in data analytics to optimize the speed and performance of the digital platforms
- Assist in the SEO strategy and optimization
- Manage and optimize the digital UX of advertising campaigns and activities
- Keeping up to date with current market trends and the best approach to engage with our audiences

Job Requirement:

- Bachelor Degree or above in Marketing, Information System or a related field
- Minimum of 1 years of working experience on Digital Marketing platforms development and maintenance
- Experience in digital content development and maintenance
- Experience in digital advertising campaigns and project management
- Experience in using Intra-Internet
- Strong Knowledge of SEO, HTML and CSS
- Strong knowledge on Chinese culture and internet trends
- Bi-lingual ability of English and Chinese
- Knowledge of photography and videography is a plus

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SJM RESORTS, S.A.

Department: Brand Development & Marketing

Position Title: Assistant Manager - Events & Entertainment

Job Description:

- Assist to source entertainment shows
- Assist to source equipment, props and resources and materials for use in the programmes
- Make sure all artistes, props, equipment and systems in place before the performance go live
- Evaluate the programmes on an ongoing basis and implement improvements, making best use of the available resources.
- Ensure the infrastructure in AV and technology area is well coordinated
- To execute all phrases of gaming and non-gaming events and to ensure smooth operation and complies with the SOPs and direction set by management
- Assist to develop the emergency evacuate procedures and the clinical nurse procedures
- Participate and attend all safety training courses where appropriate

Job Requirement:

- Diploma or above in Entertainment Management, Event Management, Marketing, Communications or other related field
- Minimum of 3 years supervisory experience inexperience in events and promotions
- Participate and contribute in running events and promotions
- Understanding of use of equipment and props in a safety manner
- Ability to act discreetly and maintain confidentiality at all times
- Demonstrate great communication and personal skills
- Good command of spoken English, Cantonese and Mandarin
- Must have the ability to handle multiple tasks and to deploy resources effectively with good time management

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SJM RESORTS, S.A.

Department: Brand Development & Marketing

Position Title: Assistant Manager - Audio-Visual

Job Description:

- Supervise daily operations of audio visual operations
- Ensure that all audio visual equipment is used safely and correctly by staff
- Understand and able to explain the correct usage and application of all audio visual equipment to staff
- Able to undertake first level maintenance on all in house audio visual equipment
- Ensure that all areas which are used to store audio visual equipment remain tidy and that all audio visual equipment remains easily accessible
- Communicate changes in an event to staff to ensure smooth running
- Perform all duties in accordance with standard operating procedure of Audio Visual team

Job Requirement:

- Bachelor Degree or above in Technology field
- Minimum of 4 years relevant working experience, such as TV stations
- Minimum of 3 years working experience in hotel or casino is preferred
- Good command of both spoken and written in English and Chinese
- Ability to act discreetly and maintain confidentiality at all times
- Independent and able to work with minimal supervision
- Must be willing and able to work extended shifts, weekends, holidays, and during special events in order to deliver tasks under tight schedules
- Knowledge of the Audio and Visual industry
- Must be comfortable working with various entertainment and service technology systems

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