



# 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](mailto:careers@sjmresorts.com)
- Hotline 89820288 / 65288037

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## SJM RESORTS, S.A.

**Department:** Brand Development & Marketing

**Position Title:** Senior Analyst – Digital CRM

**Job Description:**

- Identify opportunities to optimize the marketing strategies through analytics and observations in a productive manner
- Analyze market trends and KPIs related to gaming performance and customer behavior
- Implement analytical approaches and methodologies and assist in the interpretation of analytical results
- Develop and enhance reporting techniques for business needs
- Create daily, weekly, monthly tactical and analytical reports in a timely manner to managers for use in decision making and strategic planning for marketing campaigns
- Develop dashboard and performance summary to monitor the market trend and campaign performance results
- Assist in data-mining and maintaining the database if required
- Conduct market research and identify any business opportunity / threat to the rewards and prize offering
- Manage Ad-hoc marketing related projects as instructed
- Interact with departments and team members, management, and contractors professionally and positively
- Performs other related duties as assigned

**Job Requirement:**

- Bachelor Degree or above in level in STEM field, ie. Applied Mathematics, Engineering, etc
- Minimum of 2 years working experience in similar positions in Casino industry preferred
- Any certification related statistics preferred
- Relevant work experience is an advantage
- Good working knowledge of MS Office, SQL, SAS, Power BI, Tableau
- Proficient in both written and spoken Chinese and English
- Ability to analyze data and make recommendations

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## SJM RESORTS, S.A.

**Department:** Brand Development & Marketing

**Position Title:** Assistant Manager – Administrative Support of Digital Marketing

**Job Description:**

- Assist the Assistant Vice President with secretarial duties as required
- Assist to arrange meetings and take minutes if required
- Assist to translate documents from English to Chinese or vice versa
- Assist to produce powerpoints and relevant presentation materials
- Prepare and maintain work-related reports as requested
- Monitor and maintain central filing systems for the department
- Monitor and maintain personnel systems such as attendance, leave and payroll maintenance system for the department
- Handle administrative and procurement requests of the team
- Maintain favorable network and liaisons with internal and external parties
- Receive and handle guests of department in a proper manner
- Responsible for setup of work stations and necessary administration for receiving new members of the team

**Job Requirement:**

- Diploma or above, and in Administration or Business Studies or a related field preferred
- Minimum 5 years' work experience in secretarial and administrative role serving management in large corporations
- Proficient in spoken and written English and Mandarin/ Chinese
- Proficient in Microsoft Office including Word, Excel, PowerPoint and Outlook
- Operate a typewriter, computer, telephone, ten key adding machine, calculator, photocopier and fax machine
- Good PowerPoint presentation skills
- Excellent inter-personal and communication skills and a team player

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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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# 澳娛綜合度假股份有限公司

## SJM RESORTS, S.A.

**Department:** Brand Development & Marketing

**Position Title:** Manager - Events & Entertainment

**Job Description:**

- Assist in the formation of social media roadmap, strategy, and campaigns across all major and trending social media platforms
- Craft the media and wording contents for Social Media
- Recommend and manage the collaboration of social influencers
- Tracking of Social Media performance and input for optimization
- Manages the online reviews and responses for the hotels and outlets
- Keeping up to date with current market trends and the best approach to engage with our audiences

**Job Requirement:**

- Diploma or above in Entertainment Management, Event Management, Marketing, Communications or other related field is preferred
- Minimum of 4 years relevant professional experience (inclusive of minimum 3 years at supervisory level)
- Minimum of 4 years working experience in the event management in casino and hotel
- Experience with live production and programming
- Proven experience in entertainment events and Gaming and Non-Gaming Events
- Knowledge in entertainment industry, players and best practices for engaging celebrities, talent management and foundations
- Understanding of production process and audio-visual equipment set-up
- Good command of both spoken and written in English and Chinese
- Must be willing and able to work extended shifts, weekends, holidays, and during special events in order to deliver tasks under tight schedules

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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:** Supervisor - 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
- 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 2 years supervisory experience 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
- Good command of spoken English, Cantonese and Mandarin
- Strong in written English and Chinese
- Must have the ability to handle multiple tasks and to deploy resources effectively with good time management
- Must be comfortable working with various entertainment, AV and service technology systems
- Must be willing and able to work extended shifts, weekends, holidays, and during special events in order to deliver tasks under tight schedules

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## SJM RESORTS, S.A.

**Department:** Brand Development & Marketing

**Position Title:** Assistant Manager - Marketing Communications

**Job Description:**

- Responsible for managing and delivering all graphic design jobs as allocated for specific projects and components of Grand Lisboa
- Manage and deliver all graphic design jobs supporting Casino Marketing initiatives of Grand Lisboa project including owned, leased and partnering sub-brands
- Assist in managing and coaching the design team in developing graphics for all Casino Marketing and promotional materials including but not limited to corporate identity, brochures and directories, restaurant menus, signage materials, website and social media content, etc.
- Manage and coordinate a team of graphic designers to deliver designs effectively as necessary
- Generate design ideas from design team in order to enhance the standard of overall creative output
- Liaise and communicate with external design agencies/ consultants of sub-contract works as necessary
- Maintain favorable network and liaisons with various project teams, external partners, associations and vendors
- Assist in ad-hoc projects including corporate and property events as required from time-to-time

**Job Requirement:**

- Degree/High Diploma in graphic design or related disciplines
- At least 8-10 years of work experience in Casino Marketing design field and project management with a minimum of 3 years with international advertising firms and/or large corporations
- Experience in 2D/3D, brand identity, packaging, illustration, print and editorial design
- Experience in web design and multimedia.
- Proficient in all Adobe applications including Illustrator, InDesign, Photoshop
- Knowledge of web design and multimedia software is preferred
- Knowledge of print production is must
- Good PowerPoint presentation skills
- Good command of spoken English, Cantonese and Mandarin
- Good written English and Chinese
- Strong knowledge in Chinese culture

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## SJM RESORTS, S.A.

**Department:** Brand Development & Marketing

**Position Title:** Senior Graphic Designer

**Job Description:**

- Assist management in delivering all graphic design jobs supporting brand development and marketing initiatives of Grand Lisboa Palace project including owned, leased and partnering sub-brands
- Assist in the design development of Creative Identity standards for Grand Lisboa Palace and its brands
- Prepare design work of company brand building and various marketing activities including but not limited to corporate identity, print advertising, TV commercial, brochure, catalog and promotional leaflet, outdoor advertising, display stand, stage design, event promotion, Food and Beverage and Retail material design, website design, app content, social media content, multimedia design and production
- Provide graphic support and assist in ad-hoc projects including corporate and property events as assigned
- Ensure all production files meet media, prepress and printing specifications
- Ability to manage multiple projects simultaneously and work well under pressure
- Comply with brand standards and policies of the company at all times

**Job Requirement:**

- Degree/High Diploma in graphic design or related disciplines
- Major in graphic design or related disciplines.
- Minimum 4 years of working experience in graphic design field, advertising firms and/or large corporations.
- Experience in 2D/3D, brand identity, packaging, illustration, print and editorial design.
- Experience in web design and multimedia preferred.
- Proficient in all Adobe applications including Illustrator, InDesign, Photoshop.
- Knowledge of web design and multimedia software is preferred.

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