



## **Marketing Manager (Interim 4 months)**

**Location: Singapore**

Join the Hollandse Club as our Interim Marketing Manager and play a key role in shaping the Club's next chapter. This maternity cover role is ideal for a commercially minded and creative marketing professional who enjoys combining strategic thinking with hands-on execution. You will lead the Club's marketing function while supporting several transformational projects including a rebranding initiative and the implementation of a new Club Management and CRM platform.

### **About Hollandse Club**

The Hollandse Club is one of Singapore's leading international sport and social clubs, offering a vibrant and inclusive environment for members and their families. Following significant investment in new sports facilities, hospitality offerings and digital transformation, the Club is entering an exciting new phase focused on member experience, innovation and sustainable growth.

### **Organisational Context**

Reporting to the General Manager, you will lead the Club's marketing function and work closely with all departments including Membership, Sports, Food & Beverage, Events and Finance.

You will manage the Marketing Executive and oversee the Club's external creative agencies and specialist suppliers. This role can be undertaken on either a part-time (minimum 3 days per week) or full-time basis depending on the candidate.

### **Key Responsibilities**

#### **Marketing Strategy**

- Lead the planning and execution of the Club's integrated marketing strategy.
- Protect and strengthen the Hollandse Club brand across all touchpoints.
- Develop marketing campaigns that drive member acquisition, retention, participation and commercial performance.
- Ensure consistent brand identity, tone of voice and visual standards.

#### **Rebranding Project**

- Act as the internal marketing lead for the Club's rebranding programme.
- Coordinate with the appointed branding agency and internal stakeholders.
- Support the rollout of the new brand identity across digital platforms, signage, collateral, communications and member experiences.
- Ensure brand guidelines are implemented consistently throughout the organisation.

#### **Digital Marketing**

- Own and manage the Club website and digital channels.
- Drive SEO and SEM initiatives to increase online visibility and traffic.

- Optimise website performance, user journeys and conversions.
- Monitor campaign performance through Google Analytics and other reporting tools.

### **Social Media & Content**

- Develop and execute a strong social media strategy across relevant platforms.
- Manage the content calendar with an emphasis on engaging, high-quality storytelling and video content.
- Stay ahead of social media trends and recommend new content formats and channels.
- Oversee photography, videography, copywriting and creative production.

### **CRM & Club System Transformation**

- Act as the marketing representative and key stakeholder in the implementation of the Club's new CRM and Club Management System.
- Advise the project team on member communication journeys, marketing automation and campaign workflows.
- Help shape the future digital member experience through personalised communications and data-driven marketing.

### **Email Marketing & Marketing Automation**

- Plan and execute email marketing campaigns.
- Segment audiences and improve engagement through targeted communications.
- Experience with Mailchimp or similar email marketing platforms is highly desirable.
- Champion the use of Artificial Intelligence within the marketing function.
- Explore opportunities to leverage AI to improve content creation, campaign planning, analytics, automation and productivity.

### **Creative Management**

- Manage the Club's in-house creative output across print and digital channels.
- Brief and coordinate external designers, photographers, videographers and agencies where required.
- Maintain a consistently high creative standard across all marketing materials.

### **Partnerships & Internal Collaboration**

- Support sponsorship activation and commercial partnerships.
- Work closely with all departments to maximise attendance, engagement and revenue across Club activities.
- Develop marketing support materials for events, sports programmes, dining promotions and membership campaigns.

### **Analytics & Reporting**

- Monitor campaign effectiveness and marketing ROI.
- Produce regular reports with insights and recommendations.
- Conduct market research and competitor analysis to identify opportunities.

## Requirements

### Qualifications & Experience

- Degree in Marketing, Communications, Business or a related discipline.
- Minimum five years' experience in a marketing management role.
- Experience within hospitality, lifestyle, sports, leisure or membership organisations is an advantage.
- Experience managing integrated marketing campaigns across multiple channels.
- Experience working with creative agencies and external suppliers.

### Personal Attributes

You are:

- Creative with excellent attention to detail.
- Strategic thinking balanced with a willingness to be hands-on.
- Highly organised with outstanding project management capabilities.
- Passionate about digital marketing, branding and innovation.
- Keen interest in AI and emerging marketing technologies and their application within modern marketing.

### What You'll Help Deliver

During your contract you will play a leading role in several exciting Club initiatives, including:

- Roll-out of the Club's new brand identity.
- Marketing support for the implementation of a new Club Management and CRM platform.
- Growth of the Club's digital presence and member engagement.
- Expansion of AI-enabled marketing capabilities.
- Delivery of integrated marketing campaigns supporting membership, sport, food & beverage and events.
- Continued development of Hollandse Club as Singapore's leading international family club.

**Reports to:** General Manager

**Direct Reports:** Marketing Executive, Intern

### Other Requirements

- Valid right to work in Singapore.
- Willingness to work occasional evenings and weekends in support of Club events.
- Period 01 October – 31 January

### How to Apply

Please submit your resume and cover letter to the Marketing Manager via [marketingmanager@hollandseclub.org.sg](mailto:marketingmanager@hollandseclub.org.sg)

Please note that applicants must possess valid Singapore work authorisation, the Club is unable to sponsor or apply for work passes for this role.

Club members and their families are excluded from applying for this position.