

Digital Marketing & Content Specialist (Full-Time / Part-Time)

Location: National University of Singapore – Asian Institute of Digital Finance (AIDF)

Reports to: Executive Director, AIDF

Background

The Asian Institute of Digital Finance (AIDF) is a university-level institute in NUS, jointly founded by the Monetary Authority of Singapore (MAS), the National Research Foundation (NRF) and NUS. AIDF aspires to be a thought leader, a Fintech knowledge hub, and an experimental site for developing digital financial technologies as well as for nurturing current and future Fintech researchers and practitioners in Asia.

Position Overview

AIDF is looking for a Digital Marketing & Content Specialist to strengthen our online presence and outreach for key initiatives, including the Executive Master in AI and Digital Transformation (EMAI), the Credit Research Initiative (CRI), and other professional training programs.

This role combines strategic digital advertising, content creation, and real-time fintech intelligence. We are looking for a bilingual professional (English and Chinese) with experience in web analytics, social media, and content marketing — ideally with an interest or background in Fintech and AI.

Must-Have Responsibilities

- Digital Advertising & Campaign Execution
 - Plan, run, and optimize digital ad campaigns across Google, LinkedIn, YouTube, and Chinese platforms like WeChat or Xiaohongshu.
 - Track click-through rates, conversions, and cost per lead, and report ROI.
 - Collaborate with the EMAI and CRI teams to target executive-level professionals and fintech-interested audiences.
- Web Analytics & Site Monitoring
 - Monitor website performance using tools like HubSpot, Google Analytics, or equivalent.
 - Analyze traffic sources, visitor behavior, and funnel performance for landing pages.
 - Assist in modifying and maintaining webpages via WordPress.

Good-to-Have Responsibilities

- Social Media Management & Content Creation
 - Manage LinkedIn, YouTube, and possibly Chinese social media platforms.
 - Curate and post fintech-relevant news and updates from AIDF researchers and programs.

- Use Generative AI tools (e.g., ChatGPT, text-to-speech/video tools) to create posts, short videos, or podcasts on trending fintech topics.
- Trend Monitoring & Fintech Intelligence
 - Help track emerging fintech trends, high-profile default cases, or popular investment themes using web monitoring tools or alerts.
 - Provide weekly or monthly briefs to AIDF teams on relevant topics for content marketing or academic visibility.
- Campaign Reporting & Thought Leadership Support
 - Maintain a content calendar across social media and email marketing.
 - Support faculty and program directors in publicizing publications, events, or op-eds.
 - Assist with designing email newsletters or landing pages if needed.

Key Skills and Qualifications

- Bachelor's degree in Marketing, Communications, Business, or related field.
- Fluency in English and Chinese (spoken and written).
- Experience in digital ad management (LinkedIn, Google, Meta, etc.).
- Strong knowledge of web analytics tools (HubSpot, Google Analytics).
- Familiarity with WordPress for website editing and content updates.
- Interest or background in Fintech, AI, or digital transformation is a strong plus.
- Bonus: Familiarity with tools for trend monitoring (e.g., Google Trends, BuzzSumo, Meltwater, Feedly).

Employment Terms

- Open to full-time or part-time/flexible arrangements.
- On-site presence at NUS AIDF is preferred, with hybrid flexibility.
- Competitive salary, commensurate with experience and scope of contribution.

How to Apply

Please send your CV, a short description of your relevant experience, and (if available) samples of past marketing campaigns or content to nuscri@nus.edu.sg