


09.04.2026 - ahk-all

Head of Market Southeast Asia for German National Tourist Board (f/m/x) - AHK Singapore

 Full-time/Part-time: Fulltime

 Limited: No

 Location: Singapore

Apply at:
sabine.florian@sgc.org.sg

The Singaporean-German Chamber of Industry and Commerce (SGC) represents the German National Tourist Board (GNTB) in Singapore and is currently looking for a professional to be based in its office in Singapore. The GNTB has its headquarters in Frankfurt am Main, Germany. It works on behalf of the Federal Ministry for Economic Affairs and Energy (BMWE) to represent Germany as a tourist destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. The GNTB develops and communicates strategies and products to promote Germany's positive image abroad as a tourist destination and to encourage tourists to visit the country. It has 22 agencies around the world to support its activities. Since the position needs frequent interaction with German partners, fluency in German is mandatory next to English.

The position is full-time and will commence as soon as possible.

About the position

- Active promotion of Germany as a travel destination towards B2B and B2C
- Developing and executing digital marketing campaigns and coordination of social media channels and activities
- Developing and executing PR activities (PR events, press releases, press trips, influencer trips etc.)
- Administrative tasks in internal report systems, including budgeting, performance control and initiating annual marketing plans
- Regular CRM Management
- Relationship management with German stakeholders from the tourism industry
- Proactive business development to support budget growth by creating revenue-generating opportunities for German tourism industry partners
- The countries to be covered are Singapore, Malaysia, Indonesia, Thailand and Vietnam
- Regular traveling needed to Germany, Malaysia, Indonesia, Thailand and Vietnam

Required qualifications

- Bachelor's degree holder (Marketing, Tourism, Business or related field preferred)
- Several years of experience in marketing, preferably in tourism or destination marketing
- Strong experience in project management and digital marketing
- Good knowledge of Southeast Asian markets and business practices, market research and competitor analysis
- Solid understanding of data-driven marketing and emerging technologies
- A strong understanding of, or keen interest in the use of artificial intelligence (AI) in marketing as well as confident handling of common AI tools (e.g. for content creation, analysis and automation)
- Excellent organizational and administrative skills
- German language skills are needed as you will be dealing extensively with German speaking partners and colleagues
- Fluent in verbal and written English
- Excellent communication and writing skills
- Strong stakeholder management skills across different seniority levels
- High level of accuracy and ability to work under pressure
- Strong prioritization and multitasking skills
- Travel with pleasure in the mentioned region

What we offer

- A dynamic team
- An interactive work environment
- Intercultural work scope

If you are interested in the position, please send your motivation letter, latest CV, **last salary and expected salary** to: sabine.florian@sgc.org.sg and mention "GNTB Head of Southeast Asia Market" in the subject line. Please be informed that only full set of application will be considered.

Deadline for submission of application is **30 April 2026**

Only short-listed candidates will be notified.