



TRIPLE P  
PROJECTS

## **About Triple P Projects**

Triple P Projects is a privately owned real estate management company that shapes neighbourhoods by future-proofing conservation properties and forging communities.

Borne out of a passion for adaptive reuse, Triple P Projects develops and operates the brands that breathe new life into heritage buildings to shape resilient, sustainable, and vibrant neighbourhoods.

Our Ecosystem of Brands:

- Triple P Management – Retail & F&B
- The Working Capitol – Co-working
- Co-Living - Coming Soon!
- Proptech - Coming Soon!
- Placemaking - Coming Soon!

## **We are looking for a Head of Sales and Marketing to join us:**

Our Sales & Marketing team is responsible for generating revenue for the Triple P brand. This is through building relationships and aligning the business with clients and members who share a common vision and values.

We're excited for our next phase of growth and are looking for a highly driven and skilled individual to spearhead our sales and marketing team. The Head of Sales & Marketing will lead initiatives, build a strong and successful team and ensure profitability of Triple P.

You will be a catalyst to creating connection and shared experience between our entire portfolio and their end users and patrons – creating an ecosystem bringing people, ideas, businesses, concepts and lifestyle together through Triple P.

### **Key Responsibilities:**

**Your main job responsibilities will include:**

**Sales & Marketing**



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- This role will be reporting to the CEO and will be managing the sales & marketing initiatives for all our commercial business (memberships, retail and F&B) for all existing and future portfolio of sites across the Singapore business.
- Develop annual, bi-annual and/or quarterly sales & marketing strategies for all product offerings under Triple P Projects.
- Define and ensure successful roll out of sales & marketing strategies for our existing and upcoming sites.
- Manage the sales & marketing revenue budget.
- Identify a pipeline of prospective tenants, partners and members.
- Actively lead membership, retail & F&B sales, and work towards 100% occupancy.
- Own the inbound and outbound sales process from lead generation, prospecting, pipeline building through to closing and renewal.
- Review, develop and implement customised contractual agreement templates and pricing models for various tenancy arrangements.
- Own the CRM system and provide daily / weekly sales & marketing update and reports to management.
- Conduct tours of sites for potential tenants.
- Conduct extensive market research and stay abreast with the industry practises in order to develop an edge and differentiate our product offering from competitors.
- Work closely with the CEO and lead the optimisation of the Workspace, Workdesk and Workspot sales process; conduct necessary training, provide clarity on roles and responsibilities and key KPIs for your department.
- Manage the marketing team to increase Triple P's brand awareness through media engagements, social media and other avenues to improve brand traction.

**You will excel in this role if:**

- You have ideally at least 5 to 8 years' experience in sales and marketing in commercial/retail real estate.
- You have a proven sales & marketing record and hold key relationships with commercial, retail and F&B brands.
- You possess outstanding commercial and real estate acumen with knowledge of local and regional market trends.
- Excellent people management and leadership skills to instil a performance driven culture within the team.
- Wholistic understanding of direct and indirect marketing and how it will help drive sales and boost the Triple P branding.



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- You have an entrepreneurial spirit, are self-motivated and performance driven, with an out-of-the-box thinking to create solutions for prospective clients.
- You have excellent communication and presentation skills with the ability to network at varying levels and build strong business relationships.
- You enjoy interacting with a diverse and multicultural community.
- You are passionate about shophouses and the future of work and/or trends in the F&B and retail space.

Please see more open positions at [www.triplepgroup.com/career](http://www.triplepgroup.com/career)