



JAC Recruitment

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Singapore



PR/095143 | Marketing Executive

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1540488

Industry

Other (Trade)

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

May 20th, 2025 12:18

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Responsibilities:

- Implement programs to boost retail placement, signage, and promotional support for merchandise.
- Assist the Marketing Manager in driving the strategy and regularly update team members and stakeholders.
- Develop materials like brand decks, case studies, sales reels, and franchise fact sheets.
- Work closely with agents, licensees, and retailers to execute retail and mall campaigns.
- Conceptualize and enhance marketing plans to gain support from strategic partners.
- Develop, coordinate, and execute digital marketing campaigns and on-ground activations.
- Aim to grow brand awareness among target consumers.
- Compile market research and metrics for sales teams and stakeholders.
- Approve all consumer product-related communications in assigned markets.
- Ensure consistency across TVCs, social media, and press releases.
- Plan, track, and execute regional trade event efforts.
- Update and maintain social media platforms with the Creative and Brand Assurance team.

Requirements:

- Bachelor's degree in marketing or related field
- Min 1 year of relevant marketing experience
- Ability to plan and execute both online & offline campaigns
- Experience in events management is a plus

Daniel
JAC Recruitment Pte. Ltd.
EA License Number: 90C3026
Registration Number: R1796425

Company Description