



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**

June 4th, 2025 10:01

## 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

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## Company Description