



PR/095321 | Product Marketing (Consumer Electronics)

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1543937

Industry

Electric Power, Gas, Water

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

June 10th, 2025 10:35

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

???? Product Marketing Specialist – Consumer Electronics & B2B Solutions

Are you a creative marketer with a passion for technology and innovation? A leading multinational electronics brand is seeking a Product Marketing Specialist to drive go-to-market strategies and elevate product visibility across Southeast Asia.

???? **Location:** Singapore

???? **Employment Type:** Full-Time

???? **Industry:** Consumer Electronics, B2B Technology Solutions

About the Role

As a Product Marketing Specialist, you will be the voice of the product—translating technical features into compelling value propositions. You'll work closely with regional sales, product, and communications teams to develop marketing strategies that resonate with both B2C and B2B audiences.

Key Responsibilities

- Develop and execute product marketing plans for consumer electronics and business solutions.
- Conduct market research and competitor analysis to inform positioning and messaging.
- Collaborate with product managers to craft compelling product narratives and launch strategies.
- Create marketing collateral, sales tools, and digital content to support campaigns.
- Analyze campaign performance and customer insights to optimize marketing efforts.

What You Bring

- 3–5 years of experience in product marketing, preferably in electronics or tech.
- Strong understanding of marketing strategy, product lifecycle, and customer segmentation.
- Excellent communication and storytelling skills.
- Proficiency in digital marketing tools and platforms.
- A proactive, detail-oriented mindset with a flair for creativity.

Why Apply?

- Be part of a globally recognized brand with a legacy of innovation.
- Work in a collaborative, forward-thinking environment.
- Competitive salary and benefits package.
- Opportunities for regional exposure and career advancement.

JAC Recruitment Pte. Ltd.
EA Licence Number: 90C3026
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#countrysingapore

Company Description