



PR/095410 | Marketing Director (Retail)

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1548807

Industry

Retail

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

July 22nd, 2025 19:00

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

???? Marketing Director – Fashion & Lifestyle Retail

Are you a visionary marketing leader with a flair for fashion and a passion for brand storytelling? A globally recognized fashion and lifestyle brand is seeking a Marketing Director to lead its regional marketing strategy and elevate its presence across digital and physical touchpoints.

???? Location: Singapore

???? Employment Type: Full-Time

???? Industry: Fashion Retail, Lifestyle, E-commerce

About the Role

As Marketing Director, you will be the driving force behind brand growth, customer engagement, and market expansion. You'll lead a talented team across brand, digital, PR, and CRM functions—crafting campaigns that resonate with modern, style-conscious consumers.

Key Responsibilities

- Develop and execute integrated marketing strategies across digital, retail, and global markets.
- Lead brand positioning, seasonal campaigns, and product launches.
- Oversee digital marketing, social media, influencer partnerships, and content creation.
- Drive customer acquisition and retention through data-driven CRM and loyalty initiatives.
- Collaborate with creative, merchandising, and e-commerce teams to ensure brand consistency.
- Analyze market trends, consumer insights, and campaign performance to inform strategy.

What You Bring

- 10+ years of marketing experience, with at least 5 years in a leadership role within fashion, retail, or lifestyle brands.
- Proven success in building brand equity and driving omnichannel growth.
- Strong understanding of digital marketing, e-commerce, and customer engagement.
- Creative thinker with a commercial mindset and strong analytical skills.
- Excellent leadership, communication, and stakeholder management abilities.

Why Apply?

- Be part of a globally admired fashion brand with a bold, modern aesthetic.
- Lead high-impact campaigns that shape the future of fashion retail.
- Work in a dynamic, design-driven environment with global exposure.
- Competitive compensation and leadership development opportunities.

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#countrysingapore

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Company Description