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JAC Recruitment Singapore

PR/095714 | Creative Content Manager

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1553923

Industry

Retail

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

August 5th, 2025 10:50

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

Job Title: Creative Content Manager

Location: Singapore

Your New Company A globally recognized fashion and lifestyle brand is seeking a visionary and experienced creative leader to shape and elevate its content strategy across digital, retail, and experiential platforms. With a strong focus on innovation and storytelling, the company is expanding its creative team to deliver compelling brand narratives that resonate across markets.

Your New Role As the Creative Content Lead, you will be responsible for driving the brand's creative direction and output across advertising, marketing, editorial, digital, and experiential channels. You'll lead a team of designers, photographers,

and multimedia specialists to produce high-impact content that reflects the brand's identity and engages audiences worldwide. **Key Responsibilities**

1. Creative Strategy & Execution
 - Lead ideation and execution of creative campaigns, social content, activations, and brand experiences.
 - Define and oversee the creative approach across design, art direction, motion graphics, AR/VR, gamification, and partnerships.
 - Collaborate with marketing and regional leads to develop content strategies tailored to each channel and market.

2. Team Leadership & Brand Identity

- Manage and mentor a team of creatives to deliver consistent and high-quality output.
- Ensure brand identity is maintained across all creative touchpoints globally.
- Present creative concepts and strategies to internal stakeholders and external partners.

3. Partnerships & Industry Engagement

- Identify and engage with emerging creative talent and potential brand collaborators.
- Drive strategic partnerships that align with brand values and enhance visibility.

4. Production & Workflow Management

- Work with producers to establish efficient production processes and schedules.
- Oversee post-production workflows and ensure digital assets meet technical standards.

5. Performance & Market Insights

- Analyze campaign performance, market trends, and consumer behavior to inform creative decisions.
- Adapt creative strategies to suit diverse markets including Asia, the US, UK, and non-English-speaking regions.

Qualifications

- Minimum 8 years of experience in creative leadership roles within fashion, advertising, or brand environments.
- Proven track record in delivering diverse creative projects including campaigns, events, digital content, and motion graphics.
- Strong expertise in art direction, graphic design, and multimedia production.
- Advanced proficiency in Adobe Creative Suite and motion design tools.
- Experience in digital marketing, editorial, and performance-driven creative.
- Familiarity with social media trends, new digital formats, and global market nuances.
- Skilled in storyboarding, brief development, and on-set direction for both still and moving images.
- Ability to work in a fast-paced, dynamic environment and manage multiple projects.
- Willingness to travel and work flexible hours when required.

Ready to Take the Next Step?

Interested applicants, please click [APPLY NOW](#) or send a copy of your updated CV to Pinru.chen@jac-recruitment.com for a confidential chat.

Do note that we will only be in touch if your application is shortlisted.

Chen Pinru
JAC Recruitment Pte Ltd
EA License Number: 90C3026
EA Personnel: R25130085

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#countrysingapore

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Company Description