



PR/095814 | Regional Product Marketing Manager

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1556286

Industry

IT Consulting

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

August 26th, 2025 10:30

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

Our client in the electronics and electrical equipment is looking to hire a regional product marketing manager. This role involves managing a small team and driving product marketing strategies across B2B and B2C in APAC.

Job Responsibilities:

- Lead Regional Product Marketing Initiatives: Drive B2B and B2C marketing strategies across Asia, including content localization, GTM planning, and eCommerce enablement.
- Cross-Functional Collaboration: Act as the central liaison between HQ and 10 Asia-Pacific sales offices, aligning product positioning and promotional efforts with local market needs.
- Loyalty & CRM Marketing: Develop and test customer retention strategies, CRM-based campaigns, and post-purchase engagement aligned with HQ frameworks.
- Strategic Product Planning: Conduct product testing, analyze performance, forecast demand, and ensure inventory supports marketing campaigns and business goals.
- Stakeholder & Partner Engagement: Build strong relationships with internal teams, channel partners, and distributors, leveraging insights to refine marketing approaches across diverse cultures.

Job Requirements:

- Min Degree in Marketing, Business, Communications, IT or a related field
- Min 10 years of relevant experience in product marketing or segment marketing
- Solid understanding of B2B office equipment (printers, scanners, and mobile document solutions)

Interested applicant, please click [APPLY NOW](#)

Jennifer Maria Hardicar
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EA Personnel: R1987984

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Company Description