



PR/096042 | Marketing & Customer Director

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1560745

Industry

Retail

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

October 7th, 2025 10:24

General Requirements

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Job Title: Marketing & Customer Director

Location: Singapore

Industry: Global Fashion & Retail

We are seeking a dynamic and experienced Marketing & Customer Director to drive the regional marketing vision, strategy, and execution across multiple channels and customer touchpoints. This leadership role is pivotal in advancing brand growth, customer engagement, and revenue through integrated marketing initiatives, customer activations, and data-driven insights. You will oversee a multi-disciplinary team, ensuring consistent brand positioning while tailoring strategies for impact across global markets.

RESPONSIBILITIES

Strategic Leadership & Business Alignment

- Define and execute forward-looking global marketing and communication strategies that strengthen brand equity, deepen customer connections and drive sustainable growth
- Partner with senior management team to integrate and align marketing initiatives into the broader business strategy

- Analyse and anticipate customer trends and competitor dynamics, translating insights into actionable strategies
- Establish and maintain clear performance metrics, track ROI across campaigns and present actionable insights to relevant key stakeholders
- Lead and mentor a high-performing team across multiple functions and regions, fostering creativity, accountability and a data-driven culture

Global Marketing Strategy & Execution

- Shape and evolve the company's global brand architecture, ensuring 360° consistency across the digital, retail, PR and experiential space
- Oversee annual marketing calendar, ensuring all campaigns and key events are strategically timed and integrated
- Manage cross-functional teams to execute customer activations and experiential campaigns that resonate with the diverse customer base
- Manage marketing budgets effectively, optimizing spend through data-driven insights

Digital, E-Commerce & Performance Growth

- Lead strategic vision for digital marketing that position online channels as key revenue drivers
- Head full-funnel marketing strategies that leverage data, Martech capabilities and customer attribution models to maximize lifetime value and commercial impact
- Define and monitor KPIs to ensure all digital marketing initiatives contribute to revenue and brand equity
- Shape next-generation customer engagement through advanced CRM and loyalty strategies that strengthen relationships and retention

Customer Experience & Insights

- Leverage comprehensive customer and competitor insights to inform and shape targeted marketing strategies, campaigns and activations that drive measurable business outcomes
- Translate insights into highly-engaging customer initiatives through immersive brand experiences across all channels, tailored to resonate with diverse customer segments, strengthening emotional brand connections and fostering long-term loyalty
- Monitor, analyze and evaluate the effectiveness of all customer activations and brand experiences using relevant KPIs and analytics tools to continuously refine strategies, and optimize engagement
- Stay ahead of industry trends and activities to proactively identify opportunities for differentiation and innovation in customer experiences, ensuring the brand remains strategically positioned in the market

Reputation, Influence & Communications

- Lead the development of corporate and brand narratives across PR, content and influencer programs
- Strengthen brand credibility and positioning through authentic, insight-led storytelling

REQUIREMENTS

- Bachelor's / Master's degree in Marketing, Business, or related field
- Over 15 years of executive leadership experience managing diverse functional portfolios, preferably from fashion, retail or consumer brands with global market exposure
- Proven expertise in customer activations, experiential marketing and integrated campaign management
- Strong background in customer and competitor insights, data analytics and results-driven decision-making

- Expertise in integrated marketing, brand building, digital strategy and performance analytics
- Demonstrated success in leading high-performing cross-functional teams
- Strong commercial and financial acumen with the ability to translate marketing strategies into measurable business outcomes
- Excellent communication and strategic stakeholder management skills

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Company Description