



PR/096386 | Social Content Creation Manager

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1570921

Industry

Retail

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

February 10th, 2026 04:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Native

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Job Title: Social Content Creation Manager

Location: Singapore

Your New Company A leading global fashion and lifestyle brand is seeking a creative and strategic Social Content Creation Manager to join its Singapore team. The company is known for its innovative approach to digital storytelling and aims to strengthen its social media presence across global markets.

Your New Role As the Social Content Creation Manager, you will be responsible for developing and executing high-quality social-first content strategies that resonate with audiences and elevate brand engagement. You'll lead content planning, influencer collaborations, and digital campaigns while ensuring consistency across all platforms. **Key Responsibilities** 1.

Content Creation & Strategy

- Develop and oversee social media content (videos, images, reels) aligned with brand identity.
- Collaborate with creative teams to conceptualize engaging social-first content.
- Manage the social content calendar and ensure alignment with seasonal product launches.
- Craft compelling storytelling narratives for digital platforms. Maintain consistency in tone, visuals, and messaging across all channels.

2. Social Media & Digital Campaigns

- Plan and execute campaigns to drive engagement and brand awareness.
- Oversee publishing across platforms such as Instagram, TikTok, WeChat, and YouTube.
- Leverage insights and trends to optimize content performance.
- Work with global and regional teams to tailor content for specific markets.

3. Influencer & Brand Collaborations

- Manage influencer partnerships and content production for campaigns.
- Identify and engage with creators and ambassadors aligned with brand vision.
- Oversee activations and paid content opportunities.

4. Performance Tracking & Optimization

- Monitor key metrics and analyze engagement to refine strategies.
- Provide regular reports and insights to senior management.
- Optimize engagement and grow follower base while maintaining audience loyalty.

5. Event & Campaign Coverage

- Analyze campaign performance, market trends, and consumer behavior to inform creative decisions.
- Lead real-time content creation for events, activations, and product launches.
- Ensure timely and high-quality output for digital storytelling.

Qualifications

- Minimum 5 years of experience in content creation, social media management, or digital marketing within the fashion industry.
- Strong understanding of digital trends, branding, and consumer engagement strategies.
- Proficiency in Adobe Creative Suite, Final Cut Pro, and other editing tools.
- Experience collaborating with photographers, videographers, and production teams.
- Deep knowledge of social media algorithms and emerging platforms.
- Proven track record in influencer partnerships and digital collaborations.
- Exceptional communication and storytelling skills with a keen eye for aesthetics.

- Ability to manage multiple projects in a fast-paced environment.
- Willingness to work beyond standard hours and travel internationally as required.

Ready to Take the Next Step?

Interested applicants, please click **APPLY NOW**.

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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Company Description