



PR/096518 | Assistant Brand Manager - Sales & Marketing

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1572935

Industry

Retail

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

April 28th, 2026 01:00

General Requirements

Minimum Experience Level

Over 3 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: Assistant Brand Manager - Sales & Marketing

Location: Singapore

Your New Company Join an established consumer brand organization with a strong regional presence, focused on delivering trusted products for families and everyday wellbeing. The company is expanding its brand leadership team and is looking for a commercially driven marketer to manage and grow a premium international brand within Singapore.

Your New Role As an Assistant Brand Manager, you will oversee both commercial performance and brand-building efforts for a leading mother & baby product line. This role is ideal for someone who enjoys a balance of strategy and execution—partnering closely with a distributor, driving sales growth, and elevating brand equity through impactful marketing initiatives.

Key Responsibilities

- Drive sales and market share growth across retail, e-commerce, and healthcare channels.
- Manage pricing, trade promotions, and channel strategies to maximize profitability.
- Track monthly sell-in, sell-through, and execution quality across all customer touchpoints.
- Oversee the full business P&L, including budgeting, forecasting, and performance tracking.
- Lead day-to-day coordination with the distributor on planning, forecasting, reporting, and execution.
- Support product training, marketplace operations, and sales enablement activities.
- Monitor inventory levels and ensure a healthy supply flow while preventing stockouts or excess stock.
- Develop annual brand plans and marketing calendars.
- Enhance the brand's premium positioning through integrated communications—social media, digital, KOL engagement, retail activation, and healthcare outreach.
- Lead new product launches from strategy to execution (pricing, forecasting, go-to-market planning).
- Work closely with regional and internal cross-functional teams to align plans and reporting.
- Prepare monthly performance reviews and actionable insights.

Qualifications

- Degree in Marketing, Business, or related discipline.
- 4–7 years of experience in brand management, marketing, or FMCG / consumer sales.
- Experience working with distributors or key accounts is strongly preferred.
- Strong commercial mindset with hands-on execution skills.
- Clear communication abilities and strong stakeholder management.
- Passion for the mother-and-baby or women's wellness categories is advantageous.

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

#LI-JACSG
#countrysingapore

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