



## PR/096581 | Digital Marketing Senior / Executive - Social Media

### Job Information

**Recruiter**

JAC Recruitment Singapore

**Job ID**

1575407

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Singapore

**Salary**

Negotiable, based on experience

**Refreshed**

February 17th, 2026 05:00

### 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:** Digital Marketing Senior/Executive - Social Media

**Location:** Singapore

### Your New Company

You will be joining a well-established consumer brand known for its strong presence across lifestyle, character-based merchandise, and fan-driven experiences. The organization is expanding its digital footprint across Southeast Asia and is seeking a passionate digital marketer to strengthen brand awareness, engagement, and community growth across multiple online platforms. You'll be part of a collaborative regional team that values creativity, initiative, and cross-functional teamwork.

### Your New Role

As a Senior Digital Marketing Executive / Digital Marketing Executive, you will take ownership of developing and executing digital initiatives that elevate the brand's presence across social media, online channels, and regional campaigns. Working closely with the Marketing Manager and various internal and external partners, you will support end-to-end digital marketing activities—from ideation and content creation to performance tracking and campaign reporting. This role blends creativity with operational discipline and offers the opportunity to influence how the brand engages with fans across the region. **Key Responsibilities**

#### Digital Marketing & Content Creation

- Strategize, plan, and deliver engaging digital content across key regional platforms such as Instagram, Facebook, TikTok, YouTube, and the company website.
- Develop compelling visuals, creative concepts, and copy that align with brand identity and campaign objectives.
- Collaborate with internal teams to expand digital asset libraries and coordinate with external partners to build a strong portfolio of digital content.
- Lead the development of digital marketing campaigns and monitor key performance metrics including reach, engagement, and follower growth.
- Prepare post-campaign reports and performance summaries for internal stakeholders.

#### Campaign & Activation Support

- Support product launches, events, offline activations, and cross-channel initiatives through integrated online–offline strategies.
- Assist the Marketing Manager in driving regional marketing strategies and ensuring key updates are communicated to licensees, retailers, and agency partners.
- Coordinate and execute digital marketing and on-ground activation efforts with external collaborators to strengthen brand visibility among target audiences.
- Support planning and execution of the region's trade event activities.

#### Administration & Budget Support

- Support efficient usage of marketing budgets and ensure accurate tracking of regional marketing spend.
- Work with finance teams to manage marketing-related expenses and administrative processes.
- Assist in maintaining and managing brand assets across the region.

#### Qualifications

- Bachelor's degree in Marketing, Business, Communications, or a related discipline (Diploma holders with relevant experience may also be considered).
- 1–3 years of experience in marketing, digital marketing, or related fields; strong internship experience will also be considered.
- Proven ability to plan and execute digital marketing campaigns.
- Strong multitasking abilities with the discipline to meet tight deadlines.
- A collaborative team player who can also operate independently.
- Resourceful, proactive, and solutions-oriented.
- Positive, hands-on, and enthusiastic, with an interest in character-driven or entertainment-focused brands.
- Strong presentation and communication skills for working with both internal teams and external partners.
- Proficient in Microsoft Office applications.

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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## Company Description