



PR/096582 | Marketing Specialist

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1575408

Industry

Retail

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

March 17th, 2026 08:00

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: Marketing Specialist

Location: Singapore

Your New Company: You'll be joining a fast-growing health, wellness, and performance-focused brand that is rapidly expanding its presence across Asia. The company operates with a digital-first mindset and places strong emphasis on community building, brand experiences, and innovative marketing. With an entrepreneurial culture and a team that values creativity, ownership, and real-world impact, this is an environment where you can shape the brand's growth from the ground up.

Your New Role:

As a Marketing Specialist (Singapore), you will be instrumental in building brand demand, driving e-commerce performance, and strengthening the brand's presence across Singapore, Malaysia, and Hong Kong. This role blends digital creativity with hands-on execution, covering everything from social media strategy and influencer partnerships to campaign optimisation

and on-ground experiential activations. You'll work closely with marketing and e-commerce teams to scale the brand's footprint while contributing directly to revenue growth. **Key Responsibilities**

Digital & Social Media

- Manage and grow the brand's Singapore social platforms, creating culturally relevant, engaging content.
- Develop localized creative assets for paid ads, email marketing, and regional brand messaging.
- Optimize digital performance through continuous data-driven insights and reporting.

Influencer & Partnership Marketing

- Build and manage influencer/KOL relationships across Singapore, Malaysia, and Hong Kong.
- Drive collaborative partnerships with fitness studios, gyms, and wellness communities to increase brand trial and reach.

E-Commerce & Campaign Execution

- Support online sales growth through campaign planning, product launch support, and ongoing site optimization.
- Contribute directly to the performance of the regional Shopify website with strong, conversion-focused marketing assets.

Experiential & Community Events

- Plan and execute in-person activations and community-building events to strengthen grassroots brand affinity.
- Lead initiatives that introduce the brand to new customers and elevate visibility within the fitness and health ecosystem.

Performance Reporting & Operations

- Track marketing outcomes across social, influencers, ads, events, and partnerships.
- Deliver clear, actionable insights that help scale activities effectively and sustainably.
- Ensure campaigns are executed on schedule, aligned with objectives, and within budget.

Qualifications:

- Highly motivated, driven, and eager to grow in a fast-paced environment.
- Hands-on and execution-focused, comfortable managing multiple responsibilities.
- Strong creative instincts and cultural awareness across Asian markets.
- Commercially minded, able to link marketing activity to revenue outcomes.
- Excellent communication skills, capable of building strong relationships with partners and communities.
- Organized, proactive, and adaptable, thriving in a dynamic, scale-up setting.

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