



PR/096583 | Athlete Manager - KOL Management

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1575409

Industry

Retail

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

February 3rd, 2026 10:43

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: Athlete Manager - KOL Management

Location: Singapore

Your New Company: Join a high-growth international sports nutrition and wellness brand known for its fast-paced, performance-driven culture. With a strong digital footprint and a rapidly expanding global customer base, the organization invests heavily in athlete partnerships and community influence to drive brand visibility and commercial success. You will be part of a dynamic regional setup that collaborates closely with global teams to accelerate market impact.

Your New Role: As an Athlete Manager, you will spearhead the development, management, and activation of a strong roster of athletes who represent the brand in the U.S. market. This role is both strategic and operational, involving talent scouting, relationship building, negotiating agreements, and ensuring athlete activities directly contribute to measurable commercial outcomes. You will build and oversee a scalable athlete ecosystem that increases brand presence and drives revenue across multiple channels. **Key Responsibilities:**

Athlete Recruitment & Management

- Identify, recruit, and onboard high-potential and established athletes aligned with brand positioning and revenue objectives.
- Manage a large portfolio of athletes, ensuring consistent output, accountability, and strong alignment with brand expectations.
- Maintain close day-to-day communication with athletes, overseeing deliverables, performance, and contract requirements.

Commercial Activation & Performance

- Activate athletes across key campaigns, launches, and commercial moments to generate measurable growth across e-commerce, retail, and partner channels.
- Ensure athlete-generated content meets performance goals, supports channel needs, and strengthens brand visibility.
- Track and optimize athlete performance, evaluating ROI and engagement outcomes to drive continuous improvement.

Budget Ownership & Operational Excellence

- Oversee a substantial annual budget allocated to athlete partnerships, ensuring spending efficiency and strong return on investment.
- Build structured systems, workflows, and performance frameworks to scale athlete operations effectively.
- Support travel arrangements and in-market activities, ensuring high-value signings and activations deliver maximum impact.

Cross-Functional Collaboration

- Partner closely with marketing, e-commerce, and brand teams to align athlete campaigns with business priorities.
- Maintain consistency in brand messaging across all athlete relationships and public-facing content.
- Act as a senior operator within the athlete division, shaping long-term strategy and foundational processes.

Qualifications:

- A charismatic, confident communicator with strong negotiation skills and presence.
- Highly commercial and performance-driven, with a proven ability to influence revenue outcomes.
- Strong organizational discipline, able to manage a large, diverse portfolio with precision and accountability.
- Resilient, self-starting, and comfortable working in a fast-paced, high-growth environment.
- Willingness to travel frequently and operate across different time zones.
- Comfortable leading high-stakes conversations with athletes, agents, and internal stakeholders.

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