



## PR/096673 | Marketing Lead, SG & MY

### Job Information

**Recruiter**

JAC Recruitment Singapore

**Job ID**

1577994

**Industry**

Medical Device

**Job Type**

Permanent Full-time

**Location**

Singapore

**Salary**

Negotiable, based on experience

**Refreshed**

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### 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

**Company Overview:** Our client is a private regional healthcare provider operating multi-clinic aesthetic and wellness services across Asia. Focused on clinical excellence and expansion, they deliver specialist dermatology, hair removal and allied services, and are preparing to scale their clinic network into Malaysia and other SEA markets.

#### Key Responsibilities:

- Plan and run performance marketing (Meta, Google, TikTok) tailored to Singaporean and Malaysian consumer behaviors to drive patient acquisition.
- Lead the go-to-market plan for new clinic openings in Malaysia, managing local agencies, influencers and launch activities.
- Ensure marketing and aesthetic promotions comply with Singapore and Malaysia's advertising regulations.
- Build and optimize landing pages, WhatsApp lead-nurture flows and localized funnels that reflect cultural nuances of

both markets.

- Work closely with clinic leadership, operations and external partners to align marketing with clinical capacity and patient experience.
- Own campaign execution, performance tracking and continuous optimization; act as hands-on implementer rather than a pure reviewer.

Key Requirements:

- Minimum 5 years in marketing, with at least 2-3 years covering both Singapore and Malaysia (aesthetics sector preferred).
- Demonstrable ability to set up, run and optimize ad sets and performance funnels.
- Strong commercial mindset, analytical skillset and experience managing agencies and influencer programs.
- Familiarity navigating MOH/KKM advertising codes or ability to learn quickly.
- Willingness to travel between Singapore and Malaysia as expansion activities require.
- Fluent English required, proficiency in Malay or Mandarin a significant advantage.

Performance Indicators:

- Patient acquisition targets in Singapore and Malaysia.
- Successful clinic openings and time-to-ramp in Malaysia.
- Conversion rates across funnels and lead flows.

Apply online or contact me for further information. Only shortlisted candidates will be notified due to application volume; thank you for your understanding.

Adrian Leong  
JAC Recruitment Pte Ltd  
EA Personnel: R26160017

#LI-JACSG  
#countrysingapore

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