



## PR/096712 | Creative Content Manager - Fashion

### Job Information

**Recruiter**

JAC Recruitment Singapore

**Job ID**

1580377

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Singapore

**Salary**

Negotiable, based on experience

**Refreshed**

March 31st, 2026 11:01

### 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:** Creative Content Manager - Fashion

**Location:** Singapore

**Your New Company** A globally recognized fashion and lifestyle brand is seeking a visionary and experienced creative leader to shape and elevate its content strategy across digital, retail, and experiential platforms. With a strong focus on innovation and storytelling, the company is expanding its creative team to deliver compelling brand narratives that resonate across markets.

**Your New Role** As the Creative Content Lead, you will be responsible for driving the brand's creative direction and output across advertising, marketing, editorial, digital, and experiential channels. You'll lead a team of designers, photographers,

and multimedia specialists to produce high-impact content that reflects the brand's identity and engages audiences worldwide. **Key Responsibilities**

1. Creative Strategy & Execution
  - Lead ideation and execution of creative campaigns, social content, activations, and brand experiences.
  - Define and oversee the creative approach across design, art direction, motion graphics, AR/VR, gamification, and partnerships.
  - Collaborate with marketing and regional leads to develop content strategies tailored to each channel and market.
2. Team Leadership & Brand Identity
  - Manage and mentor a team of creatives to deliver consistent and high-quality output.
  - Ensure brand identity is maintained across all creative touchpoints globally.
  - Present creative concepts and strategies to internal stakeholders and external partners.
3. Partnerships & Industry Engagement
  - Identify and engage with emerging creative talent and potential brand collaborators.
  - Drive strategic partnerships that align with brand values and enhance visibility.
4. Production & Workflow Management
  - Work with producers to establish efficient production processes and schedules.
  - Oversee post-production workflows and ensure digital assets meet technical standards.
5. Performance & Market Insights
  - Analyze campaign performance, market trends, and consumer behavior to inform creative decisions.
  - Adapt creative strategies to suit diverse markets including Asia, the US, UK, and non-English-speaking regions.

#### **Qualifications**

- Minimum 8 years of experience in creative leadership roles within fashion, advertising, or brand environments.
- Proven track record in delivering diverse creative projects including campaigns, events, digital content, and motion graphics.
- Strong expertise in art direction, graphic design, and multimedia production.
- Advanced proficiency in Adobe Creative Suite and motion design tools.
- Experience in digital marketing, editorial, and performance-driven creative.
- Familiarity with social media trends, new digital formats, and global market nuances.
- Skilled in storyboarding, brief development, and on-set direction for both still and moving images.
- Ability to work in a fast-paced, dynamic environment and manage multiple projects.
- Willingness to travel and work flexible hours when required.

Ready to Take the Next Step?

Interested applicants, please click **APPLY NOW** for a confidential chat.

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