



PR/096856 | Assistant General Manager (Lifestyle Mall Operations & Marketing)

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1584298

Industry

Real Estate Brokerage, Management

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

May 26th, 2026 13:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Key Responsibilities:

- Lead and manage asset enhancement initiatives, overseeing planning, execution, and delivery.
- Coordinate with internal teams and external consultants to ensure timely, cost-effective outcomes.
- Monitor progress, resolve issues proactively, and minimize operational disruption.
- Support communication with tenants and customers throughout enhancement phases.
- Develop strategies to maximize long-term value from enhancement initiatives.

Marketing & Communications Leadership

- Lead the marketing and communications function, setting overall strategy and priorities.
- Plan and execute integrated marketing campaigns, events, and brand initiatives.
- Drive customer engagement, footfall, and brand visibility through innovative marketing concepts.
- Ensure consistency and alignment across branding, messaging, and communications channels.
- Track performance of marketing initiatives and optimize strategies accordingly.

Operations & Centre Management

- Support the General Manager in day-to-day operational and administrative matters.
- Support implementation of policies, procedures, and operational standards. Identify and address operational issues in a timely manner.
- Ensure compliance with statutory, safety, and regulatory requirements.

People & Stakeholder Management

- Lead and develop the marketing team, including recruitment, training, and performance management.
- Foster collaboration across internal teams and external stakeholders.
- Act as a senior escalation point for customer feedback and service recovery matters.

Financial & Performance Management

- Support budgeting, forecasting, and cost management processes.
- Monitor operational and financial performance, recommending improvements where necessary.
- Oversee procurement activities related to marketing and operational requirements.

Leasing & Cross-Functional Collaboration

- Work closely with leasing and operations teams to support overall asset objectives.
- Align marketing, tenant engagement, and operational strategies to ensure cohesive execution.
- Support tenant relationships and address operational or marketing-related concerns.

Reporting & Risk Management

- Prepare regular management reports on performance, operations, and customer insights.
- Maintain accurate records, documentation, and systems.
- Identify and mitigate operational and project-related risks.
- Support emergency preparedness and response procedures.

Requirement

- Proven experience in a senior management role within retail, lifestyle, or property environments.
- Strong leadership, organizational skills and stakeholder management capabilities.
- Excellent communication and problem-solving skills.
- Able to manage multiple priorities in a dynamic, fast-paced setting.

Varick Lee
EA Personnel: R2197221
JAC Recruitment Pte Ltd (90C3026)

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Company Description