



PR/097385 | Brand Marketing - Wellness & Nutrition

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1602984

Industry

Retail

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

July 21st, 2026 10:20

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: Brand Marketing - Wellness & Nutrition

Location: Singapore

Your New Company A leading health and wellness organisation with a strong presence in the nutrition sector is seeking a commercially driven marketing professional to support the growth of its nutrition portfolio. The company is committed to helping consumers achieve healthier lifestyles through scientifically backed products and innovative wellness solutions.

Your New Role As a Brand Manager (Nutrition), you will support the development and execution of brand strategies, product initiatives, and go-to-market plans for a portfolio of nutrition products. This role combines brand management, product marketing, commercial analysis, and cross-functional collaboration to drive business growth and strengthen market

presence. **Key Responsibilities** 1. Brand & Product Management

- Support the implementation of brand and product strategies to drive growth and market share.
- Manage key elements of the marketing mix, including product positioning, pricing, promotions, and distribution strategies.
- Develop and execute go-to-market plans for new product launches and category initiatives.
- Create marketing materials and communication strategies to ensure consistent brand messaging.

2. Portfolio & Commercial Performance

- Monitor SKU performance, sales trends, and portfolio health to identify opportunities for growth and optimisation.
- Work closely with internal stakeholders on demand forecasting, inventory planning, and stock management.
- Support sales performance tracking and business forecasting efforts to achieve commercial targets.

3. Market & Consumer Insights

- Conduct market research and competitive analysis to identify industry trends, consumer needs, and business opportunities.
- Translate insights into actionable recommendations to strengthen product positioning and market competitiveness.

4. Cross-Functional Collaboration

- Collaborate with multiple internal teams to align product positioning and communication strategies.
- Work with relevant stakeholders to ensure compliance with applicable regulations and industry standards.
- Support long-term brand growth initiatives and strategic business objectives.

Qualifications

- Bachelor's Degree in Marketing, Business, or a related discipline.
- Minimum 3 years of marketing or brand management experience, preferably within nutrition, health, wellness, FMCG, or related industries.
- Knowledge or certification in Nutrition, Health Sciences, or Traditional Complementary Medicine is an advantage.
- Strong project management and organisational skills with the ability to manage multiple initiatives simultaneously.
- Strong analytical and problem-solving capabilities with a commercial mindset.
- Excellent presentation, communication, and stakeholder management skills.
- Self-motivated, resourceful, and able to thrive in a collaborative, cross-functional environment.
- Ability to communicate effectively with diverse stakeholders; multilingual capability is advantageous.

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