



PR/095321 | Product Marketing (Consumer Electronics)

募集職種

人材紹介会社

ジェイエイシーリクルートメント シンガポール

求人ID

1548791

業種

電力・ガス・水道

雇用形態

正社員

勤務地

シンガポール

給与

経験考慮の上、応相談

更新日

2025年07月08日 16:49

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ビジネス会話レベル

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

???? Product Marketing Specialist – Consumer Electronics & B2B Solutions

Are you a creative marketer with a passion for technology and innovation? A leading multinational electronics brand is seeking a Product Marketing Specialist to drive go-to-market strategies and elevate product visibility across Southeast Asia.

???? **Location:** Singapore

???? **Employment Type:** Full-Time

???? **Industry:** Consumer Electronics, B2B Technology Solutions

About the Role

As a Product Marketing Specialist, you will be the voice of the product—translating technical features into compelling value propositions. You'll work closely with regional sales, product, and communications teams to develop marketing strategies that resonate with both B2C and B2B audiences.

Key Responsibilities

- Develop and execute product marketing plans for consumer electronics and business solutions.
- Conduct market research and competitor analysis to inform positioning and messaging.
- Collaborate with product managers to craft compelling product narratives and launch strategies.
- Create marketing collateral, sales tools, and digital content to support campaigns.
- Analyze campaign performance and customer insights to optimize marketing efforts.

What You Bring

- 3–5 years of experience in product marketing, preferably in electronics or tech.
- Strong understanding of marketing strategy, product lifecycle, and customer segmentation.
- Excellent communication and storytelling skills.
- Proficiency in digital marketing tools and platforms.
- A proactive, detail-oriented mindset with a flair for creativity.

Why Apply?

- Be part of a globally recognized brand with a legacy of innovation.
- Work in a collaborative, forward-thinking environment.
- Competitive salary and benefits package.
- Opportunities for regional exposure and career advancement.

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Personnel Registration Number: R22105188

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#countrysingapore

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会社説明