





シンガポールの求人なら
JAC Recruitment Singapore

PR/096144 | Social Media Marketing Specialist

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
1564288

業種
小売

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11月18日 09:00

応募必要条件

キャリアレベル
中途経験者レベル

英語レベル
無し

日本語レベル
無し

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

Job Title: Social Media Marketing Specialist

Location: Singapore

Your New Company: A fast-growing digital lifestyle brand is seeking a creative and data-savvy Social Media Marketing Specialist to lead its content and advertising efforts across both domestic and international platforms. The company is focused on building a strong online presence and driving user engagement through innovative digital strategies.

Your New Role: As a Social Media Marketing Specialist, you will be responsible for developing content strategies, managing paid campaigns, and driving user growth across platforms such as Xiaohongshu, Instagram, Facebook, LinkedIn, and TikTok. You'll play a key role in enhancing brand visibility and optimizing performance through data-driven insights. **Key Responsibilities:**

Content Strategy & Operations

- Develop and execute content strategies for domestic platforms (e.g., Xiaohongshu) aligned with brand identity.

- Independently manage content ideation, planning, copywriting, publishing, and performance optimization.

International Social Media Advertising & Growth

- Manage overseas social media accounts and execute targeted ad campaigns.
- Use SEO/SEM tools to drive user acquisition and monitor campaign ROI.

User Growth & Data Analysis

- Lead or support app user growth initiatives across multiple marketing channels.
- Analyze operational data, compile performance reports, and provide strategic recommendations.

Qualifications:

- Minimum 5 years of experience in social media operations or digital marketing.
- Proven success in Xiaohongshu content strategy and platform engagement.
- Hands-on experience in international social media advertising and SEO/SEM optimization.
- Practical experience in app user growth and familiarity with growth models and data analysis.
- Strong content planning skills, aesthetic judgment, and communication abilities.
- High data sensitivity with strong analytical and problem-solving skills.
- Fluency in Mandarin is preferred to liaise with regional partners.

Ready to Take the Next Step?

Interested applicants, please click **APPLY NOW** or send a copy of your updated CV to Pinru.chen@jac-recruitment.com 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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会社説明