



PR/096582 | 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

1575408

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

2026年02月03日 10:43

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

ネイティブ

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: Marketing Specialist

Location: Singapore

Your New Company: You'll be joining a fast-growing health, wellness, and performance-focused brand that is rapidly expanding its presence across Asia. The company operates with a digital-first mindset and places strong emphasis on community building, brand experiences, and innovative marketing. With an entrepreneurial culture and a team that values creativity, ownership, and real-world impact, this is an environment where you can shape the brand's growth from the ground up.

Your New Role:

As a Marketing Specialist (Singapore), you will be instrumental in building brand demand, driving e-commerce performance, and strengthening the brand's presence across Singapore, Malaysia, and Hong Kong. This role blends digital creativity with hands-on execution, covering everything from social media strategy and influencer partnerships to campaign optimisation

and on-ground experiential activations. You'll work closely with marketing and e-commerce teams to scale the brand's footprint while contributing directly to revenue growth. **Key Responsibilities**

Digital & Social Media

- Manage and grow the brand's Singapore social platforms, creating culturally relevant, engaging content.
- Develop localized creative assets for paid ads, email marketing, and regional brand messaging.
- Optimize digital performance through continuous data-driven insights and reporting.

Influencer & Partnership Marketing

- Build and manage influencer/KOL relationships across Singapore, Malaysia, and Hong Kong.
- Drive collaborative partnerships with fitness studios, gyms, and wellness communities to increase brand trial and reach.

E-Commerce & Campaign Execution

- Support online sales growth through campaign planning, product launch support, and ongoing site optimization.
- Contribute directly to the performance of the regional Shopify website with strong, conversion-focused marketing assets.

Experiential & Community Events

- Plan and execute in-person activations and community-building events to strengthen grassroots brand affinity.
- Lead initiatives that introduce the brand to new customers and elevate visibility within the fitness and health ecosystem.

Performance Reporting & Operations

- Track marketing outcomes across social, influencers, ads, events, and partnerships.
- Deliver clear, actionable insights that help scale activities effectively and sustainably.
- Ensure campaigns are executed on schedule, aligned with objectives, and within budget.

Qualifications:

- Highly motivated, driven, and eager to grow in a fast-paced environment.
- Hands-on and execution-focused, comfortable managing multiple responsibilities.
- Strong creative instincts and cultural awareness across Asian markets.
- Commercially minded, able to link marketing activity to revenue outcomes.
- Excellent communication skills, capable of building strong relationships with partners and communities.
- Organized, proactive, and adaptable, thriving in a dynamic, scale-up setting.

Ready to Take the Next Step?

Interested applicants, please click **APPLY NOW**.

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

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#countrysingapore

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会社説明