



PR/096673 | Marketing Lead, SG & MY

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

1577994

業種

医療機器

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03月30日 03:00

応募必要条件

職務経験

6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

Company Overview: Our client is a private regional healthcare provider operating multi-clinic aesthetic and wellness services across Asia. Focused on clinical excellence and expansion, they deliver specialist dermatology, hair removal and allied services, and are preparing to scale their clinic network into Malaysia and other SEA markets.

Key Responsibilities:

- Plan and run performance marketing (Meta, Google, TikTok) tailored to Singaporean and Malaysian consumer behaviors to drive patient acquisition.
- Lead the go-to-market plan for new clinic openings in Malaysia, managing local agencies, influencers and launch activities.
- Ensure marketing and aesthetic promotions comply with Singapore and Malaysia's advertising regulations.
- Build and optimize landing pages, WhatsApp lead-nurture flows and localized funnels that reflect cultural nuances of

both markets.

- Work closely with clinic leadership, operations and external partners to align marketing with clinical capacity and patient experience.
- Own campaign execution, performance tracking and continuous optimization; act as hands-on implementer rather than a pure reviewer.

Key Requirements:

- Minimum 5 years in marketing, with at least 2-3 years covering both Singapore and Malaysia (aesthetics sector preferred).
- Demonstrable ability to set up, run and optimize ad sets and performance funnels.
- Strong commercial mindset, analytical skillset and experience managing agencies and influencer programs.
- Familiarity navigating MOH/KKM advertising codes or ability to learn quickly.
- Willingness to travel between Singapore and Malaysia as expansion activities require.
- Fluent English required, proficiency in Malay or Mandarin a significant advantage.

Performance Indicators:

- Patient acquisition targets in Singapore and Malaysia.
- Successful clinic openings and time-to-ramp in Malaysia.
- Conversion rates across funnels and lead flows.

Apply online or contact me for further information. Only shortlisted candidates will be notified due to application volume; thank you for your understanding.

Adrian Leong
JAC Recruitment Pte Ltd
EA Personnel: R26160017

#LI-JACSG
#countrysingapore

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会社説明