



## PR/094816 | Digital Marketing Manager

### Job Information

**Recruiter**

JAC Recruitment Singapore

**Job ID**

1522147

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Singapore

**Salary**

Negotiable, based on experience

**Refreshed**

February 18th, 2025 10:15

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Business Level

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

The Digital Marketing Manager is responsible for developing, implementing, and managing marketing campaigns that promote a company's products or services. This role involves enhancing brand awareness within the digital space, driving website traffic, and acquiring leads/customers.

**Key Responsibilities:**

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns.
- Design, build, and maintain the company's social media presence.
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Identify trends and insights, and optimize spend and performance based on the insights.

- Brainstorm new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- Instrument conversion points and optimize user funnels.
- Collaborate with agencies and other vendor partners.
- Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate.

**Requirements:**

- Bachelor's degree in marketing or a related field.
- Proven working experience in digital marketing.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Experience in optimizing landing pages and user funnels.
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends).
- Working knowledge of ad serving tools (e.g., DART, Atlas).
- Experience in setting up and optimizing Google Adwords campaigns.
- Strong analytical skills and data-driven thinking.
- Up-to-date with the latest trends and best practices in online marketing and measurement.

If you are interested in this role, please send your profile with expected salary to [chloe.lim@jac-recruitment.com](mailto:chloe.lim@jac-recruitment.com)

Please note that only shortlisted candidates will be contacted, thank you.

JAC Recruitment Pte. Ltd.  
EA Licence Number: 90C3026  
Personnel Registration Number: R22108662

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Company Description