



PR/094908 | Head of Marketing

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1527287

Industry

IT Consulting

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

March 18th, 2025 11:12

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

Head of Marketing

Our client in the consumer electronic industry is seeking an experienced Head of Marketing to lead their marketing initiatives and drive brand awareness across various channels.

Key Responsibilities:

- Lead the marketing team, manage campaign execution, and work closely with other departments to ensure alignment with the company's overall goals.
- Develop and implement a comprehensive marketing strategy to boost brand awareness, visibility, and market presence.

- Create and execute social media strategies to enhance engagement and expand the company's online presence across all relevant platforms.
- Conduct market research and stay informed on industry trends to identify growth opportunities, customer insights, and competitive intelligence.
- Develop strategies to drive lead generation and customer acquisition, targeting both B2B and B2C markets

Requirements:

- Bachelor's degree in Marketing, Communications, Business or related field.
- Minimum 8+ years of experience in digital marketing, social media, branding, content strategy and customer acquisition.
- Comfortable to travel across the region
- Good communication skills with min 3 years of people management experience

Interested applicants please click [APPLY NOW](#)

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Company Description