



## PR/094908 | Head of Marketing

### Job Information

**Recruiter**[JAC Recruitment Singapore](#)**Job ID**

1528854

**Industry**

IT Consulting

**Job Type**

Permanent Full-time

**Location**

Singapore

**Salary**

Negotiable, based on experience

**Refreshed**

April 8th, 2025 07:00

### 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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#LI-JACSG  
#countrysingapore

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## Company Description