

Marketing Executive

Company: Nexus Brands Asia

Location: Singapore CBD / Hybrid (4 days in office, 1 day remote)

Employment Type: Full-time, Permanent

Department: Marketing & Communications

Reports To: Marketing Manager

Team Size: 8-person marketing team

About Nexus Brands Asia

We're a leading consumer goods company representing premium international brands across Southeast Asia. With 12 years of market presence and a portfolio spanning lifestyle, wellness, and technology products, we've built strong relationships with major retailers and e-commerce platforms. Our mission is to bring innovative products that enhance consumers' daily lives while building lasting brand connections.

Position Overview

We're seeking a dynamic **Marketing Executive** to drive brand awareness and customer engagement across multiple channels. This role is perfect for a marketing professional ready to take ownership of campaigns, work with exciting brands, and make a measurable impact on business growth. You'll manage integrated marketing campaigns from concept to execution while collaborating with internal teams and external partners.

What You'll Do:

Campaign Management:

- Plan, execute, and optimize integrated marketing campaigns across digital and traditional channels
- Develop compelling marketing materials including brochures, presentations, and promotional content
- Coordinate with creative agencies and vendors to ensure brand consistency and quality delivery
- Manage campaign budgets and track ROI to maximize marketing effectiveness

Digital Marketing:

- Execute social media strategies across Facebook, Instagram, LinkedIn, and TikTok
- Create and curate engaging content for various digital platforms
- Manage email marketing campaigns and marketing automation workflows
- Analyze website traffic, social media metrics, and campaign performance using analytics tools

Brand & Communications:

- Support brand positioning and messaging strategies for multiple product lines
- Coordinate PR activities and media relations for product launches and events
- Develop internal communications materials and sales enablement tools
- Maintain brand guidelines and ensure consistent brand representation

Event & Partnership Marketing:

- Plan and execute trade shows, product launches, and customer events
 - Identify and manage partnerships with influencers, bloggers, and brand ambassadors
 - Coordinate with sales teams to develop co-marketing initiatives with retail partners
 - Support customer acquisition and retention programs
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Required Qualifications**Education & Experience:**

- Bachelor's degree in Marketing, Communications, Business, or related field
- 0-2 years of marketing experience, preferably in consumer goods or retail
- Proven track record of managing successful marketing campaigns

Technical Skills:

- Proficiency in digital marketing tools (Google Analytics, Facebook Business Manager, Hootsuite)
- Experience with email marketing platforms (Mailchimp, HubSpot, or similar)
- Strong knowledge of social media platforms and content creation
- Basic graphic design skills (Canva, Adobe Creative Suite preferred)
- Advanced Excel skills for data analysis and reporting
- Experience with CRM systems and marketing automation

Core Competencies:

- Excellent written and verbal communication skills in English
- Strong project management abilities with attention to detail
- Creative thinking with ability to translate ideas into actionable campaigns
- Data-driven mindset with ability to analyze and interpret marketing metrics
- Strong interpersonal skills for managing vendor and agency relationships

Preferred Qualifications

- Experience in lifestyle, or consumer electronics industries
- Knowledge of Southeast Asian consumer markets and cultural nuances
- Additional language skills (Mandarin, Malay, or other regional languages)
- Google Ads and Facebook Ads certification
- Experience with e-commerce platforms (Shopee, Lazada, Amazon)
- Basic understanding of SEO/SEM principles
- Previous experience managing external agencies and freelancers
- Event management experience for trade shows or consumer events

What We Offer

Compensation Package:

- Competitive salary range: S\$4,800 - S\$5,200 per month (based on experience)
- Variable bonus based on campaign performance and company results
- Annual salary review with merit-based increases
- Comprehensive medical and dental coverage for employee and family

Professional Growth:

- Clear career progression pathway to Senior Marketing Executive/Manager
- Annual training budget of S\$3,000 for courses, certifications, and conferences
- Mentorship opportunities with senior marketing leaders
- Cross-functional project exposure with sales, product, and operations teams
- Access to premium marketing tools and industry publications

Work-Life Balance:

- Hybrid working arrangement (1 day WFH per week)
- Flexible working hours (core hours 9:30 AM - 5:30 PM)
- 18 days annual leave plus public holidays
- Birthday leave and wellness days
- Quarterly team building activities and annual company retreat

Additional Benefits:

- Product samples and staff discounts on company brands
 - Modern office in CBD with easy MRT access
 - Free gym membership subsidy
 - Mobile phone allowance and data plan
 - Professional development through industry associations and networking events
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Application Requirements**To Apply, Please Submit:**

- Updated resume with quantified achievements and campaign results
- Cover letter highlighting relevant marketing experience and campaign successes
- Portfolio showcasing 2-3 marketing campaigns you've managed (with metrics)
- Examples of content you've created (social media posts, email campaigns, etc.)

Interview Process:

1. **Initial Screening:** HR interview focusing on experience and cultural fit (30 minutes)
2. **Technical Interview:** Marketing case study presentation with marketing team (60 minutes)
3. **Final Interview:** Meet with Marketing Manager and cross-functional stakeholders (45 minutes)

Assessment Components:

- Marketing strategy case study
 - Content creation exercise
 - Data analysis and insights presentation
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Key Success Metrics

In your first 90 days, you'll be expected to:

- Successfully launch 2 marketing campaigns with measurable results
 - Increase social media engagement by 15% across managed channels
 - Establish relationships with 3 new vendor/agency partners
 - Complete comprehensive brand training for all product lines
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Equal Opportunity & Diversity

Nexus Brands Asia is committed to creating an inclusive workplace that reflects the diversity of the markets we serve. We welcome applications from candidates of all backgrounds and provide equal opportunities regardless of race, gender, age, religion, nationality, or sexual orientation. We support work-life integration and provide accommodations for diverse needs.

Ready to drive brand success in dynamic Asian markets?

Apply Today at careers.nexusbrandsasia.com

Or email your application to: marketing.jobs@nexusbrandsasia.com

Subject line: "Marketing Executive Application - [Your Name]"

Application Deadline: Applications reviewed on rolling basis

Preferred Start Date: Within 4-6 weeks of offer acceptance

Questions about this role?

Contact Sarah Chen, HR Business Partner: sarah.chen@nexusbrandsasia.com

We thank all applicants for their interest. Only shortlisted candidates will be contacted for interviews.