



Dear Colleagues

Base pay range

\$82,000.00/yr - \$88,000.00/yr

About the job

At UNIQLO, we are transforming ourselves into a new type of “digital consumer retail company” that puts its customers first by turning information into superior products. We draw on the latest technology to create a new type of industry, one that is capable of delivering the world’s best clothing and the world’s best communication.

The Marketing Department is our key external channel to display the range and functions of our apparel. Products like “AIRism” and “HEATTECH” are currently synonymous with the Singaporean life be it for daily wear or for travelling purposes. This is the result of the efforts of our marketing strategies in the last 10 years.

Sitting in UNIQLO’s marketing function, we are looking for a digital marketing leader who will report directly to the Marketing Director based in Singapore.

Responsibilities:

Leadership and influencing (30%)

Influence & collaborate with different functions to achieve shared goals, such as E-commerce, Product Marketing, Store Marketing, Product PR, In-house Creative, Store Operations, Merchandising Planning and In-store/Visual Merchandising teams

Develop strong relationships with Global Headquarters and be the digital marketing champion for Singapore to push forward locally-driven initiatives

Senior stakeholder management: present digital marketing strategies and plans; and prepare timely reports

Creative & Media Agencies management: steer agency partners to plan and execute digital campaigns and initiatives, ensure timely campaign implementations & asset rollout, as well as optimization of results

Coaching and mentoring (20%)

Lead and manage the digital marketing team comprising of 4 functions; Site Planning and Operations, Content and Social Media, Performance Marketing and Customer Relationship Management

Oversee ongoing training and development of team members to ensure they are suitably skilled for the job

Coach and ensure quality of work produced by team member is up to expectation

Lead by example and foster appropriate culture within the digital marketing team

Duties / Responsibilities (50%)

Strategy Development and Review, KPI setting

Responsible for the development and implementation of UNIQLO Singapore's digital marketing strategy, aligning with brand and marketing strategy, as well as the overall company's business strategy and goals

Responsible for the overall digital marketing growth targets for Singapore, including all stores and e-commerce. Able to define key success factors and performance metrics for all activities and analyse results in the context of driving overall business KPIs

Formulate mid-term, seasonal, +3months, monthly and weekly plans and strategies to achieve digital marketing KPIs

Be the digital marketing champion and provide thought leadership, strategy, and transformational insights to the 4 digital marketing functions; 1) Performance Marketing, 2) Content and Social Media, 3) Site Operations and 4) Customer Relationship Management.

Budget Management

Oversee and manage digital marketing budgets to ensure appropriate allocation of resources, to yield the most optimum Return on Investment (ROI)

Drive cost efficiency and effectiveness of all digital marketing campaigns, tools/channels

Reporting and Process Management

Analyze, review and reporting of digital marketing performance, while leading initiatives to build and champion global best practices

Provide regular digital marketing reporting with meaningful customer insights (e.g. customer experience insights, customer behavior insights) to drive strategy

Be part of the process to strictly adhere to online creative guidelines. Build, enhance and translate our brand identity to digestible consumer fronting content

Ensure all digital marketing campaigns live up to our Digital Marketing Guidelines, whilst delivering committed business outcomes

Performance Marketing

Strategize and design digital marketing roadmaps and key digital campaigns (e.g. double digit festivals) taking into account SEM, SEO, O2O and Affiliate Marketing

Optimise always-on media to achieve KPIs

Content and Social Media Marketing

Responsible for the content management and social media platforms of UNIQLO Singapore

Platforms include: Facebook, Instagram, Tiktok, Stylehints, Live Stations

Site Planning and Operations

Provide Site Ops team with business and product overview and priorities for e-commerce;

Plan weekly news refresh to achieve KPIs

Requirements:

Knowledge and Experience required

10 to 12 years of digital performance experience with proven track records in FMCG or fast-paced, high-growth retail environment

Experience in CRM is a plus

At least 5 years of people management experience

Hands on experience in running paid media, campaign planning, and knowledge self-serve platforms such as Google Ads, Meta, 3rd Party Networks are required

Experience on reporting/ Google Analytics tools is a must. Experience with agency management and affiliate marketing is a plus.

Strong outcome-based, result-oriented mindset

Performance-driven and direct-response minded when it comes to conceptualizing and optimizing performance creatives

Multi-tasker who can manage multiple projects simultaneously with strong project management capabilities

Analytical mindset with a curiosity to glean insights from data & translate into actionable plans

Resourceful with problem solving attitude, and an affinity to challenge status quo and find solutions within operating constraints.

Team player with a can-do attitude who enjoy working in a fast-paced environment

Excellent communication and collaboration skills, with the ability to work cross-functionally and with external partners

Attention to detail with good levels of accuracy

Certification Required

Bachelor Degree in Marketing, Business, Communications, Analytics or a related field

Specific Skill Sets

Microsoft software [Excel, PowerPoint, Word], Google Analytics

Ability to analyse data and think strategically during execution.

Highly articulate with the ability to write, communicate and present well.

Strong in crafting message hierarchy and prioritization, able to streamline key messages across multiple campaigns & launches