

We're looking for a

# Branding & Creative Senior Associate

You will play a pivotal role in shaping our brand identity and ensuring that our creative assets align with our strategic goals. You are a creative thinker and a visual storyteller, proficient across multiple disciplines, with technical expertise in both photography and illustration. Your keen eye for detail has consistently earned you trust in leading various projects. You thrive in challenging environments and actively seek self-improvement through feedback.

## Job Highlights

- Competitive salary, performance bonus, and employee discounts
- Career growth and advancement
- Hybrid role - work from home and a central working location in Kallang

## Job Description

**Brand Strategy:** Develop and execute comprehensive brand strategies that align with SOJAO's objectives and resonate with our target audience.

**Creative Design:** Lead the creation of visually stunning and impactful marketing materials, including logos, graphics, videos, and other multimedia content.

**Content Development:** Generate creative and engaging content for various platforms, from EDMs to social media, ensuring consistency in messaging and visual identity.

**Campaign Management:** Manage end-to-end branding and marketing campaigns, from concept development to execution and evaluation.

**Market Research & Analytics:** Stay updated on industry trends, competitors, and consumer behavior to inform branding decisions.

**Team Collaboration:** Collaborate effectively with internal teams, including marketing, retail, and product development, to ensure brand consistency across all touchpoints.

**Analytics:** Monitor and analyze the performance of branding and creative initiatives, making data-driven recommendations for improvements.

**Brand Compliance:** Maintain branding guidelines and ensure that creative materials adhere to them.

## Job Requirements

- Minimum 4 years of experience as a creative in an agency or a retail brand.
- Proficient in Adobe Photoshop, Lightroom, Illustrator, and Premiere Pro.
- Singaporean or Permanent Resident (PR).
- Strong project management skills, able to handle multiple tasks and meet deadlines.
- Fluent in English with excellent communication and presentation skills.
- A good team player with a pleasant personality, high energy, and self-motivation.

To apply,  
write to:

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Only shortlisted candidates will be notified.

SOJAO