



PR/157507 | Senior Marketing Manager (FMCG - Household & Hygiene)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1512152

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

December 24th, 2024 10:26

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

Our client is a leading FMCG principal company specializing in hygiene and household cleaning products. Currently, they are looking for an experienced Senior Marketing Manager to be based at Petaling Jaya.

Key Responsibilities:

- Manage assigned product category portfolio, staff management and customer group business performance.
- Develop Above-The-Line and Below-The-Line activities to help drive distribution, display and depth of stock in trade for assigned product category.
- Perform analysis and review of sales, distribution, promotion, product performance.
- Formulate Marketing Plans, Annual Sales and A&P Budgets.
- Sales and A&P performance review and devise contingency plans.
- Manage and liaise with suppliers, for instance, Media and Ad Agency, Printers, etc.

Job Requirements:

- Minimum Diploma in Sales, Business Studies or equivalent or minimum 5 years marketing experience in Managerial position.
- More than 10 years marketing experience in FMCG.
- Good command in Chinese, Bahasa Malaysia and English.
- Computer literate, especially in MS Word, Excel and Power Point.
- Good interpersonal skill and excellent in communication.
- Creative, innovative, good presentation and negotiation skills.

Company Description