



PR/157659 | Marketing Manager / Assistant Manager (Retail)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1512170

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

January 22nd, 2025 05:00

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

A Food & Beverage (Health Food) company in Malaysia is looking for a Marketing Manager/Assistant Manager to handle marketing and branding related functions.

Main Responsibilities of the Marketing Manager role:

- Assist in development of Above-The-Line and Below-The-Line activities to help drive outlet sales, and display in outlets.
- Manage Advertisement & Promotion(A&P) and work closely with Graphic Designer to develop all A&P materials.
- Liaise and work closely with the Operations team to achieve product marketing objectives and sales target marketing strategy and tools.
- Prepare Promotion and Campaign plans and see through all executions to ensure successful tactical activities.

- Responsible for all Digital Marketing activities and initiatives, perform analysis and review of Promotions, and A&P Campaigns.
- In charge of all Marketing Events and Roadshows, and propose marketing activities in line with the company's direction and objectives.
- Coordinate and liaise with suppliers, media and advertising agencies.

Key Requirements:

- Bachelor's Degree in Marketing/Business Administration or any related discipline.
- Minimum 5 years' experience of product and brand management in Outlet Retail, FMCG or related industry.
- Good interpersonal, written and verbal communication skills.
- Intermediate PC knowledge especially in Microsoft Words, Excel and PowerPoint.
- Resourceful and able to work independently.

Benefits:

- Allowances
- Car and Housing Subsidy
- Performance Bonus and Yearly Bonus
- Free parking
- Provide accommodation or Housing allowances (for cross-state candidates)
- Opportunities for Promotion

Company Description