



## 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**

December 24th, 2024 10:27

### 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

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Company Description