



PR/157668 | Senior Trade Marketing Executive (FMCG)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1512174

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

February 5th, 2025 16:00

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

Our client is an established FMCG (Food products) company, with backing from one of the largest MNCs in the world. As part of their business expansion, they are hiring for an experienced Trade Marketing executive, to be based at Mont Kiara, KL.

Key Responsibilities:

- Responsible for developing trade strategies and executing the Trade Marketing Plan in line with sales and marketing objectives, to drive growth in market shares.
- Developing and implementing channel-specific marketing strategies and plans for assigned retailers.
- Managing the trade marketing budget & ensure the sales achievement's budget matches expenses allocations.
- Work closely with the sales team & marketing team to roll out impactful in-store campaigns and expand the distribution channel.
- Continuous understanding on external factors and competitors' activities of the channel & category.
- Improving brand presence and campaign execution across trade through excellence in in-store planning, execution, and tracking in alignment with the annual marketing priorities.

Job Requirements:

- At least 2 years working experience in trade marketing (Preferably in the FMCG industry)
- Have strong analytical skills and are comfortable dealing with numerical data
- Thrive in matrix environments and are adapt at influencing and coordinating with different stakeholders.
- Self-motivated & proactive; able to work independently.
- Competent in MS Office (Word, Excel, PowerPoint)
- Possess own transport and willing to travel outstation from time to time.

Company Description