



PR/157738 | Marketing Manager / Assistant Manager (Retail)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1512184

Industry

Other

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 retail company in Malaysia is looking for a Marketing Specialist (Manager/Assistant Manager) with a strong background in integrated marketing campaigns, focusing on both traditional and digital media channels. The ideal candidate will have a deep understanding of brand strategy and experience in developing and maintaining strong brand identities.

Main responsibilities of the Marketing Manager/Assistant Manager role:

- Competitor Response Management:
 - Monitor and analyze competitors' activities.
 - Develop and implement response strategies to maintain competitive edge.
- New Store Activation:
 - Plan and execute grand opening events for new stores.
 - Coordinate marketing campaigns to attract initial customer base.
- Revitalization Efforts:
 - Identify underperforming stores and analyze root causes.

- Develop and implement strategies to improve store performance.
- Tactical Promo Activations:
 - Design and execute promotional campaigns to boost sales.
 - Ensure customers adopt the latest technologies to enhance their experience.

Job Requirements:

- Minimum Diploma in marketing/advertising, business administration or relevant discipline.
- Experience in branding and media, with a focus on retail or similar industries.
- Strong analytical and project management skills.
- Creative thinker with the ability to design engaging promotional activities.
- Excellent communication skills, fluent in both Bahasa Malaysia and Bahasa English.
- Willing to travel, when required.

Company Description