



PR/158301 | Marketing Manager

Job Information

Recruiter
[JAC Recruitment Malaysia](#)
Job ID

1512396

Industry

Chemical, Raw Materials

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

December 24th, 2024 10:36

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 provider of agrochemicals and fertilizers, dedicated to delivering high-quality products that help farmers increase crop yield and sustainability. As they continue to grow, they are looking for a dynamic and experienced Marketing Manager to join the team and drive the growth of their brand and product portfolio. This is a full-time role located in Subang Jaya, Selangor.

Job Responsibilities

- Lead and manage the Marketing Operations, Business Development, and Creative teams to execute the company's marketing strategy effectively
- Develop and manage the marketing budget, providing regular updates and performance reports to the Management Team
- Conduct market research and competitive analysis to identify trends, market opportunities, and potential threats, informing the company's marketing strategies, product positioning, pricing, and messaging
- Plan, coordinate, and execute marketing campaigns for new product development and launches, ensuring alignment with market needs and company goals
- Provide local market insights to shape product messaging and campaigns, identifying product gaps and highlighting key selling points
- Collaborate with Business Unit Heads and Sales teams to refine product positioning and develop campaigns for product and market positioning

- Gather and incorporate feedback from internal teams and customers to ensure product messaging resonates with the target audience
- Create and deliver presentations, write articles, press releases, website content, and other marketing collateral to support brand awareness and thought leadership
- Identify and pursue opportunities for the company's involvement in industry trade shows, events, and publications, including sponsorship and speaking engagements
- Develop and manage the company's online presence across social media platforms and website, ensuring consistent branding and engagement with key stakeholders.

Job Requirements

- Bachelor's Degree in Marketing, Business, or a related field
- At least 8 years of marketing experience, with a proven track record of developing and executing successful marketing strategies in the agrochemical, fertilizer, or related industries
- Expertise in running integrated marketing campaigns, both online and offline
- In-depth knowledge of digital marketing, including social media management, SEO, and website optimization
- Strong leadership and team management skills
- Applicants should be Malaysian citizens or hold relevant residence status

Apply online or feel free to contact me directly for more information about this opportunity. Due to the high volume of applicants, we regret to inform that only shortlisted candidates will be notified. Thank you for your understanding.

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Company Description