



## PR/158149 | Digital & Integrated Marketing Manager (Fashion Retail MNC)

### Job Information

**Recruiter**
[JAC Recruitment Malaysia](#)
**Job ID**

1512495

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Malaysia

**Salary**

Negotiable, based on experience

**Refreshed**

February 5th, 2025 10:01

### 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 MNC in the fashion retail industry, with office location in Bandar Utama, PJ. This is a newly created role to drive profitable online growth and ensure all digital strategies are geared towards meeting growth targets.

**Key Responsibilities:**

- Working with the Head of Multi-Channel and broader team to develop a Multi-Channel trading plan to drive traffic, deliver the sales / profits, and maximize onsite conversion.
- Working with the Retail, Buying & Merch, and Marketing teams to develop holistic business marketing strategies that lead with digital and online acquisition, and conversion.
- Identifying opportunities to enhance the in-store multi-channel experience.
- Maintaining, developing and advancing the website in such a way that continuous improvements to visitor numbers, get to product, add to basket, checkout completion and conversion rates are delivered.

- Strategic Planning and Budget Management: Plan and implement market-specific marketing strategies, budgets, and annual business plans, integrating P&L management to align with APAC regional strategies and achieve revenue and growth targets.
- Digital Marketing: Develop and execute online trade campaigns and promotions across Paid Media, Social Media (Facebook, Instagram, TikTok), Affiliate Programs, Email Marketing, etc.
- Data Analysis and ROI Optimization: Analyze sales, inventory levels, and online performance metrics using Google Analytics, Facebook Meta Analytics, and CRM tools to identify trends, optimize the customer journey, and create data-driven campaigns that maximize ROI.
- E-commerce Platform Optimization: Manage Shopify platform optimization to enhance functionality, user experience, and scalability while driving new features to boost conversion rates.

Job Requirements:

- Candidate must possess at least a Bachelor's Degree or equivalent
- Required language(s): English & Chinese
- At least 5 years' experience in an Ecommerce management position
- Experience using Google Analytics
- Excellent verbal and written communication skills
- Ability to work as part of a small team in a fast moving environment
- Proactive, independent, and result oriented
- Willing to travel and possess own transport

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Company Description