



PR/158476 | Retail Marketing & Main Campaign Manager - SEA

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1516110

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

January 21st, 2025 10:19

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, currently they are looking to hire an experienced Retail Marketing & Main Campaign Manager.

Key Responsibilities:

- End to end Main Campaign management with production agency and central team and managing documentation of visual elements within current and future retail stores across Malaysia, Singapore, Thailand and Franchise markets.
- End to end campaign management of Brand and Partnership projects with external creative agency
- Managing communication between the company and all shopping centres for tactical activity and Main Campaign roll out
- Supporting the execution of store launches, from visual production to brand marketing activations

- Supporting all reporting functions within the Marketing Department, to feedback across SEA and Franchise markets
- Day to day management and personal development & training of Retail Marketing Executive

Job Requirements:

- 3-5 years in a similar position or within like Retail business
- Regional work scope experience is an advantage but not essential
- Agency and external vendor management
- Ability to Liaise and build rapport with a wide variety of stakeholders at all levels
- Demonstrates discretion when dealing with confidential information
- Excellent problem solving and decision making skills
- Good level of negotiation and influencing skills
- High level of verbal and written communication skills
- Experience in retail KPI analytics and plan course of action to support retail performance
- Experience in Microsoft Excel, Word and PowerPoint

Company Description