



PR/158512 | Product Marketing Executive

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1521530

Industry

Other (Manufacturing)

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

March 25th, 2025 03:00

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

COMPANY OVERVIEW

A leading authority in plate heat exchangers with 70 years of industry excellence as a Product Marketing Executive in Subang Jaya. In this dynamic role, you will analyze data, spot trends, and provide actionable insights to elevate business operations and marketing strategies. You'll also support vibrant marketing campaigns, collaborate with diverse teams, manage creative marketing materials, maintain a strong online presence, monitor budgets, and lead projects to boost efficiency.

JOB RESPONSIBILITIES

- Analyze data to uncover trends, insights, and business opportunities for strategic decisions.
- Support the creation and execution of marketing campaigns, ensuring they resonate with target audiences and align with business objectives.

- Work with cross-functional teams to drive business solutions, growth initiatives, and internal improvements.
- Oversee the production of marketing materials (brochures, newsletters, presentations, and promotional content) for various platforms, including digital, print, and social media.
- Maintain and update the company's website and social media channels to ensure consistent branding and messaging.
- Monitor budgets and expenditures to ensure cost-effective marketing solutions.
- Provide operational support for promotional activities and marketing initiatives.
- Regularly update superiors on assigned tasks and report any challenges or issues encountered.
- Lead internal projects aimed at improving operational efficiency and resolving internal challenges.
- Adhere to company policies and ISO standards, ensuring high-quality standards in all deliverables.
- Continuously seek ways to improve job processes and efficiency.
- Handle ad hoc tasks and projects as assigned by the marketing manager or superior.

JOB REQUIREMENTS

- Bachelor's degree in Marketing, Business Administration, Data Science, or a related field.
- Minimum 2 years of experience in data analysis, marketing, or related roles.
- Proficiency in data analysis tools (e.g., Excel, Tableau, Power BI, Google Analytics).
- Strong problem-solving and critical-thinking skills.
- Excellent communication skills for presenting findings to stakeholders.
- Familiarity with digital marketing platforms (e.g., social media, SEO, email marketing).
- Basic knowledge of coding or automation tools (preferred but not mandatory).
- Experience in developing and executing creative marketing campaigns and promotional ideas.
- Multilingual abilities and knowledge of Southeast Asian markets are a plus.
- Certifications in Google Analytics, HubSpot Marketing, or similar (advantageous).

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Company Description