



PR/158640 | Senior Trade Marketing Executive

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1523311

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

March 25th, 2025 18:00

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 and Job Overview

An established healthcare company is seeking a creative and analytical trade marketer to join their dynamic team. As the **Senior Trade Marketing Executive**, you will be responsible to develop and implement marketing strategies that enhance product visibility and drive sales through various trade channels.

Job Responsibilities

- Create and implement marketing strategies to enhance product visibility and drive sales through trade channels.
- Plan and execute promotional activities, including trade shows, product launches, and in-store promotions.
- Analyze market trends, competitor activities, and customer preferences to inform marketing strategies.
- Work closely with sales teams and other departments to align marketing strategies.

- Monitor and report on the effectiveness of marketing campaigns and initiatives.

Job Requirements

- Bachelor's degree in Business Studies, Science, Marketing, Business Management, or a related field.
- Minimum 3 years of working experiences in Trade Marketing roles, preferably in FMCG and Consumer Goods industry.
- Proficient in MS Office, especially Excel and PowerPoint.
- Possess strong interpersonal skill, positive attitude, results oriented, team player and able to work independently.
- Willingness to travel.

Company Description