



PR/158676 | Brand Executive (Fashion Retail chain)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1524526

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

April 1st, 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

Our client is a well-established fashion retail chain with over 90 outlets in Malaysia. As part of their business expansion, they are looking to hire an experienced Brand Executive, to be based at Shah Alam (Glenmarie).

Key Responsibilities:

- Develop and manage engaging social media content with creative strategies.
- Work closely with outlets to ensure brand consistency and ensure campaign alignment.
- Plan and execute KOL collaborations & online marketing strategies.
- Oversee POSM arrangements to enhance brand visibility.
- Organize photoshoots & productions, contributing creative concepts.

- Integrate advertising and campaign planning, manage timelines, and ensure smooth execution.
- Analyze post-campaign results and generate reports to measure effectiveness.
- Liaise with suppliers, media partners, service providers, and creative agencies to ensure quality execution and timely delivery.

Job Requirements:

- 3+ years of experience in marketing, branding, or a related field.
- A degree in marketing, communications, or a relevant discipline.
- Creative, proactive, and a positive team player with a can-do attitude.
- A fast learner with a vision for branding and marketing innovation.
- Energetic, self-driven, and great at multitasking & communication.
- Proficient in English & Malay (Mandarin is a plus!).
- Passionate about fashion and brand development.
- Up to date with social media trends and digital marketing.

Company Description