



PR/158748 | Brand Manager

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1536677

Industry

Chemical, Raw Materials

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

April 30th, 2025 16:04

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 established edible oils in the Industry located in Pasir Gudang

Job Description:

The Branding Manager will be responsible for overseeing and managing all aspects of the brand's marketing efforts, ensuring alignment with business objectives and long term strategic goals. The role requires a dynamic and creative individual who is experienced in managing the brand's presence across various channels, including advertising, packaging, public relations, and digital platforms. The ideal candidate will have a solid background in FMCG (Fast-Moving Consumer Goods) and be able to coordinate a wide range of activities, from trademark registrations to exhibition/expo management.

Key Responsibilities:

Advertising & Promotions (A&P)

- Develop and execute integrated advertising and promotional campaigns to drive brand awareness, consumer engagement, and sales growth.
- Manage the A&P budget, ensuring effective allocation and ROI.
- Collaborate with internal teams and external agencies to design and implement promotional strategies across both traditional and digital media.

Trademark Registration

- Oversee the process of trademark registrations and ensure that all intellectual property rights associated with the brand are legally protected.
- Monitor potential trademark infringements and address legal concerns related to brand protection.

Exhibition/Expo Management

- Plan, organize, and manage the brand's participation in industry exhibitions, expos, and trade shows to increase brand visibility and foster B2B relationships.
- Ensure consistent brand representation at events, from booth design to promotional materials and product demos.
- Track event performance and measure ROI.

Label/Carton Design

- Collaborate with design teams to develop labels, packaging, and cartons that align with brand guidelines and meet legal or regulatory requirements.
- Ensure packaging designs reflect the brand's positioning and are functional, appealing, and consistent across product ranges.

Brochure/Website Management

- Oversee the creation, updating, and distribution of branded brochures, product catalogues, and marketing materials.
- Manage the company's website, ensuring content is up to date, engaging, and optimized for user experience and search engines.
- Coordinate the design and content development of web pages, ensuring alignment with brand messaging.

Public Communication

- Act as the key point of contact for all public relations and media communications related to the brand.
- Work with PR agencies to craft press releases, media pitches, and crisis communication strategies.
- Manage brand messaging in both internal and external communications, ensuring consistency across all touchpoints.

Key Requirements:

- Bachelor's degree in Marketing, Business, Communications, or a related field. A Master's degree or MBA is a plus.
- 5+ years of experience in brand management, with a focus on FMCG.
- Proven track record in handling A&P, trademark registration, event management, and digital marketing.
- Experience in managing the creative design process, including packaging and promotional materials.
- Apply in-depth knowledge of the FMCG industry to develop relevant and effective marketing strategies.

- Keep abreast of industry trends, consumer behaviour, and competitor activities to ensure the brand remains competitive and innovative.

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Company Description