



PR/157668 | Senior Trade Marketing Executive (FMCG)

募集職種

人材紹介会社

ジェイエイシーリクルートメントマレーシア

求人ID

1512174

業種

小売

雇用形態

正社員

勤務地

マレーシア

給与

経験考慮の上、応相談

更新日

2025年04月16日 08:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ビジネス会話レベル

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

Our client is an established FMCG (Food products) company, with backing from one of the largest MNCs in the world. As part of their business expansion, they are hiring for an experienced Trade Marketing executive, to be based at Mont Kiara, KL.

Key Responsibilities:

- Responsible for developing trade strategies and executing the Trade Marketing Plan in line with sales and marketing objectives, to drive growth in market shares.
- Developing and implementing channel-specific marketing strategies and plans for assigned retailers.
- Managing the trade marketing budget & ensure the sales achievement's budget matches expenses allocations.
- Work closely with the sales team & marketing team to roll out impactful in-store campaigns and expand the distribution channel.
- Continuous understanding on external factors and competitors' activities of the channel & category.
- Improving brand presence and campaign execution across trade through excellence in in-store planning, execution, and tracking in alignment with the annual marketing priorities.

Job Requirements:

- At least 2 years working experience in trade marketing (Preferably in the FMCG industry)
- Have strong analytical skills and are comfortable dealing with numerical data
- Thrive in matrix environments and are adapt at influencing and coordinating with different stakeholders.
- Self-motivated & proactive; able to work independently.
- Competent in MS Office (Word, Excel, PowerPoint)
- Possess own transport and willing to travel outstation from time to time.

会社説明