



## 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

2024年12月24日 10:27

## 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.

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会社説明