



PR/158676 | Brand Executive (Fashion Retail chain)

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

1526018

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03月11日 10:43

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 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.

会社説明