



PR/159003 | Brand Manager

Job Information

Recruiter[JAC Recruitment Malaysia](#)**Job ID**

1539201

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

May 13th, 2025 10:29

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

Company and Job Overview

Our client is a leading MNC in the food ingredients industry. As part of their business expansion, they are looking to hire an experienced sales candidate who is familiar with food ingredients/food manufacturing.

Job Responsibilities

- Develop and implement comprehensive marketing strategies to boost brand visibility and drive sales growth
- Conduct market research to identify consumer trends and growth opportunities
- Oversee the planning and execution of integrated marketing campaigns across digital, social media, and traditional platforms
- Manage the marketing budget efficiently to maximize ROI
- Collaborate with cross-functional teams, including Sales, New Business

- Development, and Scientific Affairs and Regulatory, to support RTM, product launches and promotions
- Strengthen and evolve brand identity to resonate with target consumers
- Leverage data analytics tools to understand consumer behavior, market trends, and campaign performance
- Create compelling brand stories and work with creative teams to develop impactful marketing materials and campaigns

Job Requirements

- Bachelor's Degree in Marketing, Corporate Communications, Public Relations, Business Management, Advertising/Media or equivalent
- At least 6 years of relevant working with a proven track record in the FMCG sector
- Strong creative and strategic thinking skills
- Excellent communication, presentation, and writing abilities (English).
- Proficiency in digital marketing tools, CRM systems, and analytics platforms
- Effective stakeholder management and cross-functional collaboration skills.
- High commercial acumen and adaptability to fast-paced environments.
- Applicants should be Malaysian citizens or hold relevant residence status

Interested applicants, feel free to click [APPLY NOW](#).
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Company Description