



PR/159160 | Head of Trade Marketing (FMCG-F&B) - hybrid work

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1548130

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

August 20th, 2025 08:00

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

A multinational FMCG (F&B) company is looking for a **Trade Marketing Head** mainly to develop Go-To-Market (GTM) Strategies for Malaysia and International Markets cluster to drive business growth which include distribution and implementation on visibility, new product launches, and promotions.

Key Responsibilities:

- Build and drive sales business plan for Malaysia and International Market Cluster.
- Achievement of shipment sales (STD), drive distribution, visibility, and manage trade spend expenses within budget for cluster
- Build Go To Market plans to drive sales growth and implementation in all channels.
- Collaborate with internal and distributor sales teams to drive sell-out (STT) growth, distribution, and visibility goals in trade

- Collaborate and bridge between the Marketing and Sales team to build initiatives, which include NPD, range, and pack sizes, that could be implemented in trade, measurable and help drive sales in MY, SG, and AU.
- Control and analyze the trade spending to maximize return on investment.
- Develop mid to long-term sales strategy in terms of channel prioritization.
- Set up data analytics and track and review sales analytics for all categories in the cluster.
- Timely and accurate tracking reviews of past in-trade activities and promotion evaluation.
- Evaluate trade programs and make recommendations to help the sales team stay focused and drive execution excellence.
- Develop trade programs for both in MT and GT across cluster markets which include demand creation and new users programs.
- Manage all trade launches and initiatives, and develop and support trade visuals for all categories.
- Develop a sales tool kit for key campaigns and NPD Launches.
- Sales and business development for F&B channel, and develop and execute trade and shopper programs to drive HoReCa business growth.

Requirements:

- Bachelor's Degree in Marketing and/or Business Administration or equivalent, Master's degree is an added advantage.
- At least 10 years experience of professional Trade Marketing experience.
- Knowledge of Marketing and Trade Marketing in FMCG or food industries
- Strong business sense and industry expertise
- Analytical skills and ability to develop promotional strategies in a fast-moving environment
- Ability to communicate, present, and influence credibly and effectively at all levels of the organization
- Ability to motivate team, resolve conflicts, and possess customer service skills.
- Strong learning attitude through day-to-day work, feedback from others, and training like workshops, seminars, and conferences
- Strong people management skills including coaching and mentoring
- Proficiency in English and Malay (Mandarin is an added advantage).

#LI-JACMY

#stateKL

#countrymalaysia

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Company Description