



PR/159232 | Senior Marketing Executive / Assistant Manager (Retail F&B)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1548183

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

July 8th, 2025 16:37

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

An international Retail Beverage company is looking for a Senior Marketing Executive/Assistant Manager to join their team.

Key Responsibilities:

- Collaborate with superior leaders to formulate the annual/quarterly/monthly communication strategies for the regional market.
- Plan and implement marketing activities according to the plan, and complete activity tracking and review.
- Implement national marketing projects, new product launches, marketing events and other market - related activities in the region.
- Independently write activity planning proposals, plan the implementation process of online and offline activities,

prepare and promote activities in the early stage.

- Continuously follow up on the activity results, summarize and review through activity data, publicity exposure conversion, so as to optimize and improve ROI.
- Develop cross - industry/ cross - border cooperation, and explore national - level cooperative alliance resources.
- Be responsible for market research in the region, including the analysis of industry development trends and competitors' dynamics, the strengths and weaknesses of competitors and the company's products.
- Regularly provide reports on competitor information, product analysis or recommendations, etc., to provide a reference basis for the company's decision - making.
- Support the opening of new stores in the region, and use resource packages to guide and accelerate regional expansion.

Requirements:

- Bachelor's degree or above.
- Have an in-depth understanding of the FMCG or tea - beverage industry.
- Experience in the tea - beverage or catering chain industry is preferred.
- Have more than 3 years of relevant marketing or brand work experience.
- Familiar with the operation methods of various media. Those with experience in planning and organizing large - scale marketing activities are preferred.
- Have overall planning ability, strong communication and teamwork skills, high market sensitivity, and actively discover front - line needs and opportunities.

#LI-JACMY

#stateKL

#countrymalaysia

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Company Description