



PR/158999 | Assistant Brand Manager (FMCG - Beverages)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1548345

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

November 12th, 2025 03:00

General Requirements

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Our client is a leading principal company in the FMCG industry. As part of their business growth, we are looking for a Brand Manager who is experienced in brand strategy, planning and implementation of marketing & promotional activities.

Key Responsibilities:

- Strategise, develop and implement brand strategies and brand plans to ensure execution is in line with agreed brand positioning, timeline and budget.
- Lead, develop, implement and evaluate creative and effective ATL activities (digital, media, PR and sponsorship) and BTL campaign ideas/concepts activities in line with the brand plan / global brand direction
- Work with Group Brand Manager to supervise and develop annual media and communication plan. Develop full year media review, strategic direction and annual master plan for key brands to optimize resources.
- Work closely with sales and trade-marketing function to develop channel by channel marketing activities covering products, packages, merchandising, promotions and activation.
- Leverage different resources (agencies, brand companies, sales) to collect market intelligence and competitive

information.

- Monitor and control A&P spend to be in line with the agreed brand plan in cooperation with the finance team.

Job Requirements:

- Degree holder in any discipline.
- Minimum 5 years working experience in marketing, with experience in public relations, and has a good media and social network.
- Experience in alcoholic or luxury lifestyle industry is an added advantage.
- Excellent strategic planning, analytical and presentation skills.
- Proficient in Microsoft Office Tools, with excellent strategic planning and analytical skills.
- Strong communication skills in both English and Mandarin would be a big plus.

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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Company Description