



## PR/159342 | Product Manager – Consumer

### Job Information

**Recruiter**

JAC Recruitment Malaysia

**Job ID**

1552460

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Malaysia

**Salary**

Negotiable, based on experience

**Refreshed**

July 22nd, 2025 10:22

### 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 Overview**

An agile enterprise focused on driving consumer engagement through tailored marketing strategies and a robust retail network.

**Job Overview**

We are seeking a dynamic and results-driven **Product Manager – Consumer** to lead the marketing and channel strategy for our designated product lines and agencies. This role is pivotal in driving brand growth, market penetration, and maintaining strong relationships with both Principals and retail partners across Malaysia.

**Job Responsibilities**

- Develop and execute comprehensive marketing plans aligned with both company and Principal objectives.
- Recommend and implement effective sales, advertising, and promotional activities to drive product visibility and sales

performance.

- Identify and strategize appropriate distribution channels for each product line. Formulate and execute penetration strategies to gain channel support.
- Conduct regular market visits to gather insights, monitor trends, and assess competitor activities and new market entrants.
- Track and analyze brand health and in-market sales. Recommend corrective actions to address performance gaps.
- Engage with all relevant retailers across MT and GT channels to identify opportunities and propose tailored marketing solutions.
- Maintain strong relationships with Principals and ensure excellent rapport with customers to uphold the company's image and reputation.

### Job Requirements

- Bachelor's Degree in Business, Sales, Marketing, or a related field.
- Minimum 3–5 years of experience in consumer product marketing.
- Proficient in English and Bahasa Malaysia.
- Strong interpersonal, analytical, and communication skills.
- Computer literate with proficiency in Microsoft Office and PowerPoint.
- Solid marketing knowledge with excellent presentation skills.

#LI-JACMY

#countrymalaysia

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