



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

August 19th, 2025 09:01

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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Company Description