



PR/159519 | Senior Branding & Marketing Executive - Hybrid Work

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1557803

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

September 9th, 2025 10:36

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 public listed international company specializing in premium hair and beauty professional products is expanding to Malaysia, and they are looking for a Senior Branding & Marketing Executive to lead and execute their marketing strategy, with a focus on connecting with professional hairdressers and salon owners.

Job Description:

- Plan and execute branding & marketing campaigns targeting the hair and beauty industry
- Generate creative ideas to boost brand awareness and product visibility among salon professionals
- Edit videos and create compelling visual content for social media, product launches, and training
- Use AI tools, Illustrator, Photoshop, Canva, and other design apps to create professional content

- Coordinate product launch events, salon demos, and professional education sessions
- Manage and run social media ads (Meta, TikTok, IG), and update blogs or news on our website
- Write impactful ad copy, blog articles, emailers, and forum posts tailored to salon professionals
- Stay updated on market trends, competitors, and digital engagement strategies in the beauty space

Key Requirements:

- Experienced in content creation and video editing (CapCut, Premiere Pro, etc.)
- Tech-savvy and familiar with AI-powered design & writing tools
- A natural communicator who can translate brand stories into engaging campaigns
- Passionate about the hair & beauty industry and eager to create real impact
- Able to work independently and manage multiple projects in a fast-paced environment
- Additional Advantage:
 - Experience in event planning or salon education coordination
 - Background in B2B marketing or working with beauty professionals
 - Interest in hair trends, salon tech, and the future of beauty innovation

#LI-JACMY
#stateKL
#countrymalaysia

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Company Description