



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

### Job Information

**Recruiter**[JAC Recruitment Malaysia](#)**Job ID**

1558164

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Malaysia

**Salary**

Negotiable, based on experience

**Refreshed**

September 30th, 2025 07:00

### 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

**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**