



PR/159539 | Advertising & Promotion (A&P) Executive / Senior - Retail (Mall Operations)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1559195

Industry

Real Estate Brokerage, Management

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

November 18th, 2025 17:00

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

A retail company (Mall) is looking for an Advertising & Promotion (A&P) Executive / Senior Executive to join their team.

Key responsibilities:

- To coordinate and implement assigned advertising and promotions projects as well as public relations effort to meet the overall objectives of the Mall.
- To help identify, plan, and organize suitable themed promotions for the Mall to achieve strong brand identity and positioning, at the same time maintain strong market presence.
- To evaluate feasibility of every promotional against Company's policies, objectives, and target market.
- To conduct market research and compiling figures or statistics towards the preparation of advertising and promotion plans.
- To monitor and evaluate effectiveness of the promotion against existing policies, objectives, as well as target market.
- To ensure proper implementation and smooth coordination of duties amongst departments and contractors for all promotion events.

- Constantly keep abreast of the latest digital innovations and implement on the Mall's digital platform.
- Manage online media campaigns, online advocacy, editorial planning and coordination, community outreach efforts, promotion, and etc.
- To assist in the development of monthly newsletter and preparation of mailing list.
- Measures performance of digital marketing efforts using web analytics tools i.e. Google Analytics.
- To assist in the preparation of press invitations, press releases, press kits and coordinate press gifts for all promotion events.
- To attend and provide assistance and support during the actual event as and when required.
- To assist in coordinating the photography session of the press conference or any media coverage.
- To identify and organize charitable and community related program that will enhance the Mall's desired public perception.
- Managing good rapport with tenants and to provide support, coordination, and recommendation on any store promotions, events, or merchandising display needs.
- To assist in managing the customer loyalty program or VIP program into a profitable and long term relationship.
- Assist in managing internal communications between the Business Relations team and the tenants.
- Assist in managing external communications as well as media and public relations.
- Identify and build business relationships with strategic partners i.e. government agencies, tourism related bodies, charity / volunteer organizations, corporate organizations, and etc. for joint promotions or sponsorship opportunities.
- To handle all correspondence and administration of concept proposals, promotional license agreements, DBKL submissions, visual submissions for refund of security deposit.
- To keep an updated list of media contacts and maintain good media relations at all times.
- To maintain an orderly library of all events, projects and promotion activities, news articles, magazine advertisements, photographs, slides, artworks, leaflets, and etc.
- To tabulate and maintain an accurate record of all expenses incurred within advertising, promotions, public relations, VMD, and any other operational matters.

Requirements:

- Possess at least Diploma or Bachelor's Degree in Marketing / Commerce / Business Studies, Advertising / Mass Communication or equivalent.
- At least 2 years' working experience, preferably in retail / event / marketing background.
- Approachable and friendly personality yet professional with a determination to excel within a pressure and multitasking environment.
- Creativity, commercial awareness, and event management skill.
- Excellent organizing skill, communication skill, and networking ability.
- Candidate with knowledge and experience in handling digital and online marketing tools is a plus.
- Fast paced, high degree of accuracy and detail.
- Self motivated with high sense of initiative and responsibility.

#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.

Privacy Policy Link: <https://www.jac-recruitment.my/privacy-policy>
Terms and Conditions Link: <https://www.jac-recruitment.my/terms-of-use>

Company Description