



PR/159541 | Brand Manager - Remote / Work From Home

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1559197

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

October 7th, 2025 06:00

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 global leader in the alcoholic beverage industry is looking for a Brand Manager to drive the brands' strategies in Malaysia, owning P&L delivery, optimizing marketing ROI, and guiding brand growth through strategic activation and insights. This is a fully remote role with flexible working hours.

Key Responsibilities:

- Formulate and deploy the overall marketing strategy for the product category in Malaysia.
- Deliver impactful consumer awareness and integrated marketing campaigns to improve brand health.
- Collaborate with global brand teams to design marketing toolkits and promotional materials.
- Design and execute on- and off-trade visibility and promotional plans in partnership with Trade Marketing.
- Monitor market and brand performance, as well as competition, to identify opportunities and challenges; recommend

strategic interventions.

- Manage the marketing budget in line with internal financial processes, aiming to improve short- and long-term ROI through better investment choices and prioritization.
- Build strong relationships with key support agencies to ensure consistent and high-quality creative and activation outputs.

Requirements:

- Minimum 5 years of experience in strategic marketing and brand building, with exposure to lifestyle and digital marketing.
- Strong analytical skills and deep understanding of local consumer behaviour, with a proven ability to meet commercial and marketing KPIs.
- Demonstrated success in working within cross-functional teams and matrix organizations, with strong stakeholder engagement capabilities.
- Excellent communication skills across verbal, written, and presentation formats.
- Proactive and adaptable team player with a growth mindset and a hands-on approach to execution.

Due to the high volume of applicants, ONLY SELECTED candidates will be notified

#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