



PR/159598 | Senior B2B Marketing Executive / Assistant Manager

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1559957

Industry

Digital Marketing

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

September 30th, 2025 10:47

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

An international business consulting company is seeking a strategic and results-oriented **B2B Marketing Executive (Senior/Assistant Manager)** to join their team in Kuala Lumpur. This role is responsible for developing and executing end-to-end marketing strategy from digital events and content marketing to website optimization to build brand authority, drive lead generation, and support revenue goals.

Key Responsibilities:

- **Digital Event & Webinar Strategy:** Own the end-to-end strategy and execution of digital events (webinars, workshops) designed to engage senior leadership audiences. This includes content planning, speaker coordination, promotion, platform management (Zoom), and post-event analysis to measure impact and generate qualified leads.
- **Content & Email Strategy:** Develop and manage the B2B content calendar and email marketing strategy. Translate industry research and consulting expertise into high-value thought leadership content (blog articles, case studies, whitepapers) that resonates with target buyer personas and nurtures them through the sales funnel.
- **Website & SEO Management:** Manage and optimize the company website (built on Webflow) to ensure it serves as an effective lead generation engine. This includes publishing content, updating pages, and implementing on-page SEO best practices to improve organic visibility and conversion rates.

- **Social Media & Brand Presence:** Develop and execute the social media strategy, primarily on LinkedIn, to build brand authority and engage with key decision-makers in target accounts.
- **Performance Analysis & Reporting:** Analyze and report on the performance of all marketing campaigns and channels. Track key metrics, derive actionable insights, and present findings to leadership to demonstrate marketing ROI and inform future strategy.

Requirements:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- 4+ years of demonstrable experience in a B2B marketing role, preferably within consulting, SaaS, or technology services.
- Exceptional English written and verbal communication skills, with a portfolio showcasing high-impact B2B content (e.g., blog posts, case studies, email campaigns).
- Proven ability to manage multiple projects autonomously from conception to completion in a fast-paced environment.
- Strong proficiency with marketing automation or email marketing platforms (e.g., Mailchimp, HubSpot) and website content management systems.
- A strategic mindset with strong analytical skills and a data-driven approach to marketing.
- **Additional Advantages:** Direct experience with Webflow, knowledge of SEO/SEM principles and best practices, and has experience marketing to management level audiences.

#LI-JACMY

#stateKL

#countrymalaysia

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Company Description