



PR/159716 | Senior Marketing Executive / Assistant Manager - Electronics and Computer Accessories Industry (Hybrid)

Job Information

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

1563161

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

December 23rd, 2025 13:00

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 leading multinational company in the Consumer Electronics and Computer Accessories Industry is expanding their operations to Malaysia, and they are seeking a creative and strategic marketing professional to lead their online and offline marketing initiatives. This role is pivotal in shaping the brand presence in Malaysia, managing social media and e-commerce platforms, as well as planning and executing impactful campaigns.

Job Responsibilities

- Develop and execute integrated marketing plans for online and offline channels.
- Align marketing efforts with business goals to drive e-commerce and retail sales growth.
- Manage and grow brand presence on E-commerce and social media platforms.
- Develop creative and engaging content including videos and visuals for digital and offline marketing, collaborating with internal teams and external agencies to deliver campaigns.
- Monitor and analyse campaign performance and sales data using Excel, and optimize content based on analytics.

- Provide insights and recommendations to improve marketing ROI.

Job Requirements

- Minimum 3 years of marketing experience in the consumer electronics or related industries.
- Strong understanding of both online and offline marketing strategies.
- Experience with social media platforms and content creation.
- Familiarity with e-commerce platforms (Shopee, Lazada) is a plus.
- Good at Excel for data tracking and analysis.
- Creative mindset with the ability to think strategically and execute tactically.
- Ability to thrive in a fast-paced, startup environment and adapt to changing priorities.

#LI-JACMY

#stateKL

#countrymalaysia

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Company Description