



PR/159560 | Assistant Product Manager - FMCG / Retail (Hybrid Work)

Job Information

Recruiter

[JAC Recruitment Malaysia](#)

Job ID

1569631

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

January 20th, 2026 09:01

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

A leading FMCG company is looking for an Assistant Product Manager to manage regional product strategy execution, portfolio and innovation planning, cross-border project coordination, and marketing communication alignment across Southeast Asia and key markets. This role has hybrid working arrangements with flexible working hours.

Key Responsibilities:

- Support the creation, planning, and execution of regional product strategies for assigned categories, working closely with the Singapore HQ team.
- Drive alignment across Southeast Asia, Oceania, Middle East, and other key markets, while providing on-the-ground support from Malaysia.
- Assist in the full spectrum of product planning: consumer insights, market sizing, new product pipeline development, and go-to-market strategies.

- Contribute to building a 3–5 year innovation roadmap for assigned categories, balancing renewals and new product introductions.
- Gather and analyze sales, marketing, and research data to optimize the regional portfolio, rationalize SKUs, and identify whitespace opportunities.
- Coordinate with Singapore HQ to integrate consumer insights, concept testing, and HUTs into product development.
- Track industry and competitive trends in local and regional markets to support differentiation strategies.
- Collaborate with R&D, QA/QC, Operations, and Finance across borders to support timely delivery of project milestones.
- Support Singapore HQ by preparing NPD product briefs and topline direction for the assigned categories to the Brand and Digital Marketing team, ensuring alignment on positioning, key messages, and launch objectives.
- Assist in reviewing regional toolkits and activation materials, ensuring alignment with market needs.

Requirements:

- Minimum bachelor's degree in a business-related function.
- At least 3 years of experience in brand/product management, preferably with regional or NPD exposure in FMCG or related industries.
- Strong analytical and project management skills to handle multi-market projects.
- Familiarity with market research and tracking data (e.g., Nielsen, Euromonitor) to support decisions.
- Excellent communication skills to work effectively across borders with Singapore HQ and other regional teams.
- Independent, proactive, and adaptable. Comfortable working in Malaysia while reporting to and aligning with Singapore HQ.
- Travelling abroad is needed for the position.

#LI-JACMY

#stateKL

#countrymalaysia

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Company Description