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JAC Recruitment Malaysia

## PR/159919 | Technical Marketing Specialist

### Job Information

**Recruiter**

JAC Recruitment Malaysia

**Job ID**

1572179

**Industry**

Digital Marketing

**Job Type**

Permanent Full-time

**Location**

Malaysia

**Salary**

Negotiable, based on experience

**Refreshed**

February 10th, 2026 11:01

### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Fluent

**Minimum Japanese Level**

None

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

**Company and Job Overview**

A leading manufacturing company specializing in advanced construction materials is seeking a Technical Marketing Specialist. The ideal candidate should have both technical knowledge of waterproofing chemicals and cementitious products with digital marketing skills.

**Job Responsibilities**

- Analyze product specifications, features, target markets, and competitors to define key selling points
- Develop digital marketing materials (videos, white papers, project references) based on collaboration with technical and sales teams and first-hand site observations
- Disseminate technical content via social media and websites, update product information, implement SEO, and run web advertising campaigns within budget

- Support online events (webinars) and physical exhibitions, including promoting participation and assisting sales teams during events
- Assist Marketing HOD in brand strategy execution and strengthen lead generation through targeted campaigns
- Present marketing insights in meetings, share market sentiment with Southeast Asia group companies, and prepare promotional materials and souvenirs
- Undertake outstation trips (Malaysia & Singapore) to record product demonstrations and other marketing-related activities for promotional use

### Job Requirements

- Diploma/ Degree in Marketing & Public Relations, Architecture, Civil Engineering, Chemistry, Mechanical Engineering, or a related field
- At least 3 years of marketing experience in the construction materials industry
- Possess technical product knowledge (construction waterproofing chemicals or cementitious products preferred) to understand product specifications and application mechanisms
- Strong writing and presentation skills to communicate technical information clearly
- Experience in digital content creation (blogs, videos, white papers, etc.) with basic SEO knowledge
- Willing to travel occasionally within Malaysia and overseas
- Applicants should be Malaysian citizens or hold relevant residency status

Interested applicants, feel free to click **APPLY NOW**

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#countrymalaysia

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