



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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Company Description