



PR/160070 | Digital Marketing Senior Executive (Retail F&B)

Job Information

Recruiter

[JAC Recruitment Malaysia](#)

Job ID

1574862

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

January 27th, 2026 10:55

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Daily Conversation

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Company Overview

An international Retail Beverage company is looking for a Senior Marketing Executive/Assistant Manager to join their team.

Job Overview

This role is responsible for managing paid media performance, overseeing agency executions, and driving social media content operations to support brand growth across key digital platforms.

Job Responsibilities

- Oversee and review media plans, creatives, and execution progress from third-party media agencies.
- Manage paid advertising performance across platforms such as Meta, TikTok, and Xiaohongshu (RED), ensuring data accuracy and logical reporting.
- Publish weekly content on official brand channels in alignment with campaign timelines and brand guidelines.

- Coordinate with platform representatives (e.g., TikTok, XHS) on account operations, collaborations, and content approvals.
- Monitor customer comments, DMs, and basic complaints, escalating serious or recurring issues to internal teams.
- Compile weekly data reports and conduct monthly performance reviews to guide optimization and budget adjustments.

Job Requirements

- Bachelor's degree or above.
- Have an in-depth understanding of the FMCG or tea - beverage industry.
- Experience in the tea - beverage or catering chain industry is preferred.
- Have more than 5 years of relevant marketing or brand work experience.
- Familiar with the operation methods of various media. Those with experience in planning and organizing large - scale marketing activities are preferred.
- Have overall planning ability, strong communication and teamwork skills, high market sensitivity, and actively discover front - line needs and opportunities.

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#countrymalaysia

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Company Description