



## 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.

#LI-JACMY

#countrymalaysia

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