



PR/160289 | Senior FMCG Campaign Sales Executive (Consumer Marketing Campaign)- A fast-growing MNC in the Digital Gifting & Martech industry

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1582515

Industry

IT Consulting

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

April 14th, 2026 13:00

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 fast-growing multinational company in the Digital Gifting & Martech industry is seeking an FMCG-focused Marketing/Sales professional to develop and drive consumer promotion campaigns for major FMCG brands. This role involves collaborating with brand marketing teams and advertising agencies to design and execute digital reward-based marketing initiatives, including purchase rewards, scan-and-win programs, and consumer promotions.

Job Description

- Build and maintain strong relationships with FMCG brands.
- Propose and develop campaign concepts using digital rewards for consumer promotions.
- Collaborate with brand marketing teams and advertising/creative agencies.

- Support the execution of consumer campaigns such as purchase rewards, Scan & Win, and marketing reward programs.
- Work with promotional platforms and partners to deliver effective campaign solutions.

Job Requirements

- 6–10 years of experience in FMCG, advertising, or marketing, working directly with brand marketing teams.
- Experience in consumer campaign planning, including reward-based promotions..
- Strong understanding of FMCG marketing, trade marketing, and brand activation.
- Ability to work with marketing agencies (creative, media, digital) and drive campaign execution.
- Preferably with working experience in FMCG companies, advertising agencies or promotion platforms.
- Skills in consumer campaign design, agency coordination, and brand marketing strategy.

#LI-JACMY

#stateKL

#countrymalaysia

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Company Description