



PR/160399 | Online Merchandising Manager – Sports & Lifestyle Retail

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1586503

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

May 12th, 2026 11:01

General Requirements

Minimum Experience Level

Over 3 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

COMPANY OVERVIEW

A leading **sports fashion retailer** in **Southeast Asia**, the company is part of a global group best known for its strong streetwear and athletic lifestyle positioning. It operates an extensive network of physical stores and digital channels across key SEA markets, offering a curated mix of **premium sportswear, footwear, and exclusive releases** from top international brands. With a focus on **youth culture, performance lifestyle, and trend-driven retail**, the business combines global retail expertise with local market insight to drive expansion, brand partnerships, and customer engagement across the region.

JOB RESPONSIBILITIES

- Daily and Weekly trading analysis. Providing insights and actions to improve performance.
- Analyse customer behaviour and conversion trends to determine healthy inventory, range and product availability
- Working with the UK and local Buying and Merchandising teams to plan seasonal product allocations, review previous season and capture lessons learned
- Identify underperforming lines and categories and propose actions to improve sell through online

- Review site analytics and propose products to be promoted across all marketing channels
- Prepare and launch high profile products and ensure they are live on site for the stated time
- Responsible for product pricing on the website and overseeing product enrichment
- Identify stock opportunities to increase stock allocation for online meets optimal cover
- Ad hoc analysis
- Managing site issues from identifying problems through to resolution

KPIs

- Hitting yearly Sales, Margin, and EBIT Targets
- Ensuring product is onsite
- Increasing conversion rates
- Inventory management

JOB REQUIREMENTS

- Prior experience in a similar Online Merchandising role, preferably within a sports or fashion retail environment
- Minimum of 3 years' experience in Merchandising, with strong exposure to e-commerce operations
- Hands-on experience with merchandising software and online merchandising tools such as FredHopper, Algolia, and Shopify
- Familiarity with Product Information Management (PIM) systems, such as Akeneo, Advanced Excel skills, with the ability to manage, analyze, and interpret large datasets
- Strong understanding of Malaysia and Singapore consumer demographics and online shopping behaviours
- Experience using Google Analytics (GA4), including building custom reports and translating data insights into actionable strategies
- Sneaker and sports fashion knowledge is highly desirable
- Proficiency in Mandarin is strongly required, to facilitate collaboration with regional stakeholders and support market-specific needs.

#LI-JACMY

#countrymalaysia

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