



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

April 14th, 2026 10:27

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

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

Privacy Policy Link: <https://www.jac-recruitment.my/privacy-policy>

Terms and Conditions Link: <https://www.jac-recruitment.my/terms-of-use>

Company Description