



PR/160418 | Sales & Marketing Manager (Agritech Industry)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1586513

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

May 26th, 2026 08:00

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

As part of the expansion plan, our client is looking for Sales & Marketing Manager (B2C) that will be responsible for developing and implementing sales strategies, managing marketing campaigns, and driving business growth.

Job Responsibilities:

- Develop and execute integrated sales and marketing strategies to drive revenue growth across domestic and international markets, with a strong focus on export and cross-border business (Malaysia, Singapore, Taiwan, China)
- Lead digital marketing initiatives including performance marketing, SEO/SEM, social media, e-commerce platforms, and marketing automation to generate qualified leads and increase brand visibility
- Leverage AI-powered tools and data analytics for market intelligence, customer segmentation, campaign optimization, demand forecasting, and sales performance tracking
- Oversee branding, positioning, and product launch strategies for food technology and supplement products, ensuring regulatory and market relevance

- Drive B2C sales growth through structured sales pipelines, key account management, and relationship building with distributors, retailers, and strategic partners
- Collaborate with R&D, regulatory, operations, and supply chain teams to ensure product-market fit, compliance, and successful go-to-market execution
- Manage content strategy and development, including product messaging, technical content, digital assets, and marketing collateral for global markets
- Monitor market trends, competitive landscape, pricing strategies, and consumer behavior to identify growth opportunities and risks
- Track and analyze sales and campaign performance using dashboards and KPIs, providing actionable insights and recommendations to management
- Lead, coach, and motivate the sales and marketing team, fostering a data-driven, innovative, and performance-oriented culture
- Manage marketing budgets effectively, ensuring high ROI and alignment with business objectives

Job Requirements

- Sales and client management experience, including business development, lead generation, and relationship management
- Marketing expertise in digital marketing, campaign management, and market analysis
- Content creation and management skills, including copywriting and overseeing the development of marketing collateral
- Strong research abilities to analyze market trends and competitive insights
- Proficiency in branding, strategy planning, and ensuring customer satisfaction
- Proactive problem-solving and leadership skills with the ability to drive team performance
- Knowledge of emerging market trends and technological advancements in the industry is a plus

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.

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Company Description