



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

April 14th, 2026 10:27

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

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Company Description