



PR/160686 | MARKETING & SALES MANAGER - Real Estate & Property Development

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1599376

Industry

Business Consulting

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

June 26th, 2026 11:14

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Company Overview

Our client is a real estate investment and asset management firm specializing in acquisition, development, asset management, and strategic capital deployment across key APAC markets. With multiple active projects in Johor Bahru and Penang, we are seeking an experienced and results-driven Sales & Marketing Manager to lead the commercial success of our developments.

This role is ideal for a dynamic professional with strong market knowledge, proven sales leadership, and the ability to drive integrated marketing strategies across mixed-use developments.

Key Responsibilities

Sales & Business Development:

- Develop and execute strategies to achieve project sales targets and revenue goals
Lead sales activities across residential, serviced apartment, retail, and hotel developments
- Build and maintain strong relationships with property agents, brokers, investors, corporate clients, and strategic partners
Identify new business opportunities, market segments, and sales channels
- Conduct market research and competitor analysis to optimise project positioning and pricing
- Organise and participate in property launches, exhibitions, roadshows, and investor presentations
- Manage customer enquiries, negotiations, and closing of transactions
- Prepare regular sales forecasts, reports, and pipeline updates

Marketing & Branding:

- Plan and execute integrated marketing campaigns across digital, social media, print, outdoor, and event channels
- Coordinate with external agencies, designers, media partners, and PR consultants
- Manage project branding, marketing collateral, and promotional materials
- Oversee digital marketing initiatives including website, social media, online lead generation, and CRM activities
- Monitor campaign performance and optimise marketing ROI
- Enhance brand visibility and market awareness for ongoing developments

Client & Stakeholder Management:

- Maintain strong relationships with purchasers, investors, tenants, and partners
- Coordinate with legal, finance, operations, and project teams to ensure smooth sales completion and handover
- Support leasing discussions for retail and hospitality components where required
Ensure high standards of customer service and client satisfaction

Market Intelligence & Reporting:

- Track market trends, competitor launches, pricing benchmarks, and buyer demand in Johor and Penang
- Provide strategic recommendations on pricing, promotions, and product positioning
- Prepare monthly sales and marketing reports, budgets, and performance analysis

Job Requirements

- Bachelor's Degree in Marketing, Business, Real Estate, Hospitality, or related field
- 10–15 years of experience in property sales and marketing in Malaysia
- Proven track record in selling residential, serviced apartment, retail, and/or hospitality projects
- Strong network with property agencies, investors, and industry stakeholders in Johor and Penang
- Solid understanding of the Malaysian property market and regulatory environment
- Proficiency in Microsoft Office, CRM systems, and digital marketing tools
- Willingness to travel within Malaysia

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