



## PR/160806 | Senior Executive - Brand Activation

### Job Information

**Recruiter**

JAC Recruitment Malaysia

**Job ID**

1603061

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Malaysia

**Salary**

Negotiable, based on experience

**Refreshed**

August 18th, 2026 12:00

### General Requirements

**Minimum Experience Level**

Over 3 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 and Job Overview

- We are seeking a proactive and results-oriented Senior Executive, Brand Activation to support the planning and execution of marketing campaigns that drive brand awareness and business growth.
- This role works closely with cross-functional teams and external partners to ensure successful campaign implementation and performance tracking.
- Ideal for candidates with FMCG, food & beverage, retail, or consumer goods marketing experience who enjoy campaign execution, data analysis, and cross-functional collaboration.
- Location : KL (Near public transport)

#### Job Responsibilities

- Support annual marketing planning and campaign development.
- Coordinate with Sales, Trade Marketing, and external partners to ensure smooth campaign execution.
- Monitor campaign budgets and ensure spending aligns with approved plans.
- Work closely with internal teams to deliver integrated marketing initiatives.
- Analyze campaign performance and provide recommendations for improvement.
- Prepare reports and insights to support business and marketing decisions.
- Manage stakeholder communications and coordinate marketing activities effectively.

**Job Requirements**

- Bachelor's Degree in Marketing, Business, or a related field.
- Minimum 3 years of experience in marketing, brand activation, market research, data management, or related functions. FMCG or retail industry experience is an added advantage.
- Strong analytical and problem-solving skills.
- Proficient in Microsoft Excel, including Pivot Tables, formulas, and basic data analysis.
- Detail-oriented with the ability to manage multiple projects simultaneously.
- Good communication and stakeholder management skills.

#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.

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Company Description