

PR/160811 | Digital Marketing Executive / Senior (Beauty, Skincare & Cosmetics) - Hybrid Work

Job Information

Recruiter
JAC Recruitment Malaysia

Job ID
1603065

Industry
Retail

Job Type
Permanent Full-time

Location
Malaysia

Salary
Negotiable, based on experience

Refreshed
October 27th, 2026 01:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Fluent Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

A multinational company in the Beauty, Skincare & Cosmetics industry is looking for a Digital Marketing Executive/Senior to join their team. The ideal candidate will have hands-on experience in managing digital campaigns, social media, website optimization, and paid advertising while using data-driven insights to improve marketing performance and generate qualified leads. The company practises hybrid working with flexible working hours.

Key Responsibilities:

- Plan, execute, and optimize digital marketing campaigns across multiple online channels to drive brand awareness, website traffic, lead generation, and customer engagement.
- Manage and update the company website, ensuring content is relevant, user friendly, and optimized for search engines (SEO).
- Implement SEO and SEM strategies to improve search engine rankings and online visibility.

- Manage social media platforms by developing content calendars, creating engaging posts, monitoring audience engagement, and growing the company's online presence.
- Plan and optimize paid advertising campaigns on platforms such as Google Ads, Meta (Facebook & Instagram), LinkedIn, and other relevant channels.
- Monitor, analyze, and report campaign performance using Google Analytics, Google Search Console, Meta Business Suite, and other digital marketing tools.
- Analyze website and social media traffic , customer behaviour, and campaign data to identify opportunities for improving conversion rates and marketing ROI.
- Work closely with internal teams, designers, and external agencies to develop digital content, landing pages, email campaigns, and promotional materials.
- Assist in planning and executing email marketing campaigns and marketing automation initiatives.
- Stay informed of the latest digital marketing trends, technologies, and industry best practices, and recommend innovative ideas to improve campaign performance.
- Ensure all digital marketing activities are aligned with the company's branding guidelines and business objectives.

Requirements:

- Bachelor's Degree or Diploma in Marketing, Digital Marketing, Business, Communications, or a related field.
- 2–4 years of hands-on experience in digital marketing or a similar role.
- Strong knowledge of SEO, SEM, social media marketing, content marketing, email marketing, and digital advertising.
- Hands-on experience with Google Ads, Meta Ads Manager, Google Analytics (GA4), Google Search Console, and social media management platforms.
- Experience with WordPress or other Content Management Systems (CMS) is an advantage.
- Basic understanding of Google Tag Manager, CRM systems, or marketing automation tools is preferred.
- Strong analytical and problem-solving skills with the ability to interpret campaign data and recommend improvements.
- Excellent written and verbal communication skills.
- Ability to manage multiple projects, prioritize tasks, and meet deadlines.
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#stateKL

#countrymalaysia

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Company Description