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JAC Recruitment Malaysia

PR/160881 | Marketing Executive - Real Estate / Property Development

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1605593

Industry

Digital Marketing

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

August 4th, 2026 10:53

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 Overview

A vibrant retail and lifestyle destination that brings together a diverse mix of retail, dining, and community experiences. Committed to delivering exceptional customer service and creating memorable experiences for shoppers and visitors, the mall serves as a dynamic hub for leisure, convenience, and community engagement.

Job Overview

The Marketing Executive will support the planning and execution of integrated marketing initiatives to drive brand awareness, generate leads, and promote the company's property developments. This role combines strategic marketing, digital campaigns, event management, and market analysis to ensure effective outreach, customer engagement, and achievement of business objectives.

Key Responsibilities:

- Develop and execute marketing campaigns and promotional activities to support the sales and branding objectives of the company's property developments.
- Conduct market research, competitor benchmarking, and customer analysis to identify industry trends, market opportunities, and consumer preferences.

- Assist in the planning of marketing objectives, budgets, timelines, and performance indicators to ensure effective campaign execution.
- Collaborate with internal stakeholders, including sales, project, and management teams, to align marketing initiatives with overall business goals.
- Ensure consistent brand positioning and messaging across all marketing channels, materials, and customer touchpoints.
- Coordinate the development and production of marketing collateral, including brochures, presentations, advertisements, signage, videos, and other promotional materials.
- Manage and enhance the company's digital presence through social media platforms, website content, and digital engagement strategies.
- Plan and execute digital marketing campaigns across various platforms, including social media advertising, search engine marketing, and email marketing initiatives.
- Monitor website performance, SEO effectiveness, and digital campaign metrics to optimize lead generation, online visibility, and customer engagement.
- Organize and support property launches, exhibitions, roadshows, promotional events, and other marketing activities to enhance brand visibility and customer acquisition.
- Coordinate with external agencies, vendors, and event partners to ensure the successful and timely delivery of marketing initiatives.
- Track campaign performance, analyze marketing results, and prepare reports with actionable insights and recommendations for continuous improvement.

Key Requirements:

- Bachelor's Degree in Marketing, Business Administration, Communications, or a related field.
- Minimum 2–3 years of relevant marketing experience, preferably within the property development, real estate, or related industries.
- Strong understanding of marketing principles, campaign management, and brand-building strategies.
- Experience in digital marketing, social media management, online advertising, and content development.
- Strong communication and interpersonal skills, with the ability to engage effectively with internal and external stakeholders.
- Creative mindset combined with analytical thinking and problem-solving abilities.
- Well-organized with strong project management skills and the ability to manage multiple priorities in a fast-paced environment.
- Proficient in Microsoft Office applications and marketing tools such as Adobe Creative Suite, Google Analytics, and social media management platforms.
- Knowledge of property market trends, customer buying behaviour, and real estate marketing practices will be an added advantage.
- A proactive team player with the ability to work independently and deliver results within tight deadlines.

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Company Description