



PR/160936 | Marketing Manager - Power Tools & Accesories

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1607703

Industry

Industrial Facilities

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

September 1st, 2026 07:00

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

Our client a well-established international company in the power tools and industrial products industry, is looking for an experienced Marketing Manager cum Accessories Specialist to lead its marketing activities while driving the growth of its accessories product segment.

This position combines marketing leadership, product development and commercial responsibilities, working closely with Sales and Product teams to strengthen brand presence and increase market demand.

Key Responsibilities: -

- Develop and implement marketing plans, promotional campaigns and branding activities to support business growth
- Lead and guide the Marketing Support and Product teams to ensure smooth execution of marketing initiatives.
- Organize and manage exhibitions, roadshows, product launches, dealer programmes and end user activities
- Develop attractive promotions and campaigns to increase product demand and support dealer sales

- Take ownership of the accessories product category, including product planning, market development and growth initiatives
- Work closely with Sales and Product teams to identify market opportunities and increase market share
- Manage digital marketing, social media, website content, advertising and marketing materials
- Coordinate with external agencies, suppliers and other business partners for marketing projects
- Monitor competitors, market trends and customer needs to identify new business opportunities
- Review marketing campaigns performance, budgets and effectiveness and provide regular updates to management
- Manage promotional merchandise, displays and other marketing assets

Requirements:

- Diploma or Degree in Marketing, Business Administration or a related discipline
- Relevant experience in power tools, tools accessories, hardware, industrial products or a related industry is highly preferred
- Good experience in marketing, branding, promotional campaigns and event management
- Exposure to product marketing or product/ category management would be advantage
- Strong leadership, communication and stakeholder management skills
- Commercially mindset with the ability to work closely with sales teams
- Good command of English and Bahasa Malaysia, Mandarin/ Chinese would be an added advantage
- Willing to travel when required

#LI-JACMY

#Countrymalaysia

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Company Description