



PR/161126 | Senior Marketing Manager - Property Developer

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1614541

Industry

Digital Marketing

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

September 29th, 2026 10:31

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

JOB RESPONSIBILITIES:

- Develop and execute marketing strategies aligned with business objectives and sales targets.
- Lead branding, positioning and go-to-market strategies for property developments.
- Drive end-to-end marketing activities from awareness and lead generation to customer acquisition and sales conversion.
- Plan and execute project launches, exhibitions, roadshows, customer events, show units and sales gallery activities.
- Monitor campaign performance, lead quality, marketing ROI and conversion effectiveness.
- Manage digital marketing, CRM platforms and strategic partnerships to enhance customer engagement.
- Oversee external agencies including creative, digital, media, PR and event partners.

- Manage A&P budgets and optimize marketing investments.
- Support industrial and B2B marketing initiatives, including partnerships, investor engagement and industry events.
- Lead, coach and develop the marketing team while providing strategic recommendations to senior management.

JOB REQUIREMENTS:

- Bachelor's Degree in Marketing, Business, Mass Communication, Real Estate or related field.
- Minimum 10 years of marketing experience, preferably within the property development industry.
- At least 3 years of experience in a leadership or managerial capacity.
- Proven experience managing property launches, branding and lead generation campaigns.
- Strong understanding of digital marketing, CRM systems and sales conversion strategies.
- Experience managing agencies and substantial marketing budgets.
- Strong commercial acumen, analytical skills and stakeholder management capabilities.
- Experience in industrial, commercial or B2B property marketing will be an added advantage.
- Results-oriented, strategic thinker with strong execution skills.

Why Join Us?

- Opportunity to lead marketing for high-impact property developments.
- Work closely with senior leadership on strategic business initiatives.
- Attractive remuneration and benefits package.
- Career growth within a reputable property development organization.

#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.

Privacy Policy Link: <https://www.jac-recruitment.my/privacy-policy>
Terms and Conditions Link: <https://www.jac-recruitment.my/terms-of-use>

Company Description