

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
November 24th, 2026 16:00

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.

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#Countrymalaysia

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Company Description