

PR/161152 | Manager, Business Development & Marketing

Job Information

Recruiter
JAC Recruitment Malaysia

Job ID
1614560

Industry
Other (Manufacturing)

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

Company Overview

A global provider of industrial enclosure systems, power distribution solutions, climate control technologies, and IT infrastructure solutions. The organisation supports customers across multiple industries by delivering high-quality products and integrated solutions for industrial and technology applications.

The organisation is seeking a commercially driven Manager, Business Development & Marketing to identify new business opportunities, strengthen customer engagement, expand market presence, and drive sustainable revenue growth. The position combines business development, technical specification activities, customer relationship management, and online and offline marketing responsibilities.

Job Responsibilities

- Identify and evaluate prospective clients, projects, industries, and market segments to generate new business opportunities.

- Develop and implement strategic business development and sales plans aligned with the organisation’s commercial objectives.
- Build and maintain strong, long-term relationships with customers, consultants, contractors, system integrators, and other relevant stakeholders.
- Present products, services, and technical solutions through customer meetings, presentations, networking events, and other business development channels.
- Drive product specification activities to secure the inclusion of technical solutions in customer requirements, project specifications, and tender documents.
- Manage online and offline marketing activities to strengthen brand visibility, product awareness, and market engagement.
- Plan and execute marketing campaigns, industry events, product promotions, and other brand-building initiatives.
- Collaborate with sales, product development, operations, and other cross-functional teams to ensure the effective execution of business development and marketing strategies.
- Monitor industry developments, customer requirements, market conditions, and competitor activities to identify emerging opportunities and potential business risks.
- Maintain an active business pipeline and monitor the progress of prospective customers, projects, and commercial opportunities.
- Prepare and present regular business development reports, sales forecasts, market updates, and performance analyses to the management team.
- Maintain accurate customer and opportunity information through the relevant CRM system.
- Support the achievement of revenue, market expansion, and customer acquisition objectives.

Job Requirements

- Bachelor’s degree in Business Administration, Marketing, Electrical Engineering, Electronics Engineering, Information Technology, or a related discipline.
- A postgraduate qualification, including an MBA, would be an added advantage.
- Proven experience in business development, sales, marketing, or a related commercial function.
- Demonstrated track record of developing new business opportunities and contributing to revenue growth.
- Experience in industrial products, electrical and electronic solutions, engineering systems, IT infrastructure, or other technical solution-based industries would be advantageous.
- Familiarity with technical product specifications, project-based sales, and tender requirements would be an added advantage.
- Strong understanding of business development strategies, sales principles, customer engagement, and marketing activities.
- Excellent communication, presentation, negotiation, and interpersonal skills.
- Strong relationship-building capabilities, with the ability to engage customers and stakeholders at different organisational levels.
- Commercially driven and results-oriented, with the ability to identify and convert market opportunities.
- Ability to work independently while collaborating effectively with cross-functional teams.
- Highly organised and detail-oriented, with the ability to manage multiple customers, projects, and priorities in a fast-paced environment.
- Proficiency in CRM platforms and Microsoft Office applications.

#LI-JACMY

#countrymalaysia

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