

PR/161187 | Head of Subscription - Consumer Electronics & Home Appliance

Job Information

Recruiter
JAC Recruitment Malaysia

Job ID
1616860

Industry
Electric Power, Gas, Water

Job Type
Permanent Full-time

Location
Malaysia

Salary
Negotiable, based on experience

Refreshed
November 24th, 2026 06:00

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 globally renowned consumer electronics and home appliance company is seeking a **Subscription Manager** to lead the growth and performance of its subscription-based business. The role will be responsible for developing product strategies, driving commercial performance, managing the product portfolio, and identifying market opportunities to expand recurring revenue streams. This position works closely with Sales, Marketing, and cross-functional teams to maximize market share, profitability, and customer engagement.
ResponsibilitiesBusiness Strategy & Product Management

- Develop and implement annual business strategies, policies, and initiatives for subscription products and services.
- Drive business growth by identifying customer needs, market trends, and competitive opportunities.
- Build and execute product marketing plans, pricing strategies, and commercial initiatives to achieve revenue and profitability targets.
- Manage and optimize the overall subscription product portfolio to maximize business performance and customer retention.

- Monitor product performance and recommend enhancements, new offerings, or portfolio rationalization where necessary.

Market Intelligence & Competitor Analysis
- Monitor market developments, industry trends, and competitor activities.
- Conduct market research and competitive analysis to identify opportunities and potential risks.
- Evaluate market positioning and provide strategic recommendations to management.
- Generate insights to support business planning and decision-making.

Sales & Commercial Management
- Collaborate with the sales team to develop and execute promotional campaigns, bundled offers, pricing initiatives, and customer acquisition programs.
- Support sales activities that increase subscription adoption and improve customer engagement.
- Ensure commercial activities align with overall business objectives and profitability targets.
- Work closely with channel partners and internal stakeholders to drive business performance.

Forecasting & Business Planning
- Work closely with Sales and Operations teams to ensure accurate forecasting of subscription sales and business performance.
- Monitor key performance indicators, revenue trends, and customer subscription metrics.
- Analyze performance data and implement corrective actions where necessary.
- Support management reporting and business reviews through analytical insights and recommendations.

Marketing & Customer Growth
- Develop product positioning and go-to-market strategies for subscription offerings.
- Collaborate with Marketing to drive awareness, acquisition, retention, and engagement campaigns.
- Identify opportunities to improve customer experience and subscription value proposition.
- Analyze customer feedback and market performance to support continuous improvement and innovation.

Additional Responsibilities
- Prepare business reports, market analysis, and performance presentations for management review.
- Build strong relationships with internal and external stakeholders.
- Perform any other duties assigned by Management from time to time.

Requirements
- Bachelor's Degree in Marketing, Business Administration, Management, Economics, Mass Communication, or related disciplines.
- Minimum 5-8 years of experience in product management, subscription business, commercial management, business development, or related functions.
- Experience managing P&L, pricing strategies, forecasting, or business performance metrics.
- Strong commercial acumen with experience driving revenue growth and profitability.
- Proven experience in market analysis, business planning, and competitive intelligence.
- Excellent stakeholder management and cross-functional collaboration skills.
- Strong analytical, problem-solving, and decision-making capabilities.
- Excellent communication and presentation skills.
- Proficient in Microsoft Excel, PowerPoint, and business reporting tools.
- Dynamic, proactive, and results-oriented personality with the ability to thrive in a fast-paced environment.
- Experience within consumer electronics, appliances, telecommunications, subscription services, SaaS, or related industries will be an added advantage.

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#countrymalaysia

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