

PR/161190 | Brand & Marketing Manager (Meru, Klang) - Fresh Produce / FMCG

Job Information

Recruiter
JAC Recruitment Malaysia

Job ID
1616863

Industry
Retail

Job Type
Permanent Full-time

Location
Malaysia

Salary
Negotiable, based on experience

Refreshed
November 24th, 2026 07:00

General Requirements

Minimum Experience Level
Over 3 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

About the Company
A well-established importer and distributor of premium fresh fruits and vegetables is seeking a **Brand & Marketing Manager** to drive brand growth, consumer awareness, and market presence across retail, wholesale, and foodservice channels. The role will be responsible for developing brand strategies, executing marketing campaigns, managing product launches, and strengthening the company's market position within the fresh produce industry.

ResponsibilitiesBrand Management

- Develop and execute brand strategies to strengthen market positioning and brand awareness.
- Ensure consistent brand messaging across all marketing channels and customer touchpoints.
- Manage brand guidelines, communication materials, and promotional assets.
- Monitor brand performance and recommend initiatives to enhance customer engagement and market visibility.
- Build and maintain a strong brand identity that differentiates the company within the fresh produce market.

Marketing & Campaign Management

- Plan and execute marketing campaigns, seasonal promotions, and product launch activities.
- Develop promotional programs to support sales growth across retail, wholesale, and foodservice channels.
- Coordinate marketing activities with internal stakeholders and external agencies.
- Manage marketing calendars, budgets, and campaign timelines to ensure effective execution.
- Evaluate campaign effectiveness and recommend improvements to maximize ROI.

Digital Marketing & Content Creation

- Drive social media, digital marketing, and online branding activities.
- Develop engaging content for social media, websites, brochures, and marketing materials.
- Manage online advertising campaigns to improve customer reach and engagement.
- Monitor digital marketing performance and optimize campaigns based on analytics and insights.
- Enhance brand presence across digital and e-commerce platforms.

Market Research & Consumer Insights

- Monitor market trends, consumer preferences, competitor activities, and industry developments.
- Conduct market research to identify growth opportunities and emerging customer demands.
- Gather customer feedback and market insights to support marketing and commercial strategies.
- Recommend new product, packaging, and promotional initiatives based on market needs.

Product & Trade Marketing Support

- Support product launches and new product introduction activities.
- Work closely with the Sales team to develop trade marketing programs and customer promotions.
- Coordinate merchandising activities, point-of-sale materials, and promotional campaigns.
- Drive brand visibility and in-store execution across retailers, distributors, and strategic accounts.

Reporting & Stakeholder Management

- Track marketing performance metrics and prepare regular reports for management review.
- Manage relationships with advertising agencies, media partners, suppliers, and strategic partners.
- Collaborate closely with Sales, Procurement, Warehouse, Logistics, and Quality teams to ensure alignment with business objectives.
- Provide market feedback and consumer insights to support strategic business planning.

Requirements

- Bachelor's Degree in Marketing, Business Administration, Communications, or a related discipline.
- Minimum 5 years of experience in brand management, marketing, trade marketing, or related functions.
- Experience within fresh produce, FMCG, food & beverage, consumer goods, retail, or related industries is preferred.
- Strong understanding of consumer behavior, branding, and market trends.
- Experience managing digital marketing platforms, social media campaigns, and content marketing initiatives.
- Strong project management and campaign execution capabilities.
- Excellent communication, presentation, and stakeholder management skills.
- Creative mindset with strong commercial awareness and business acumen.
- Proficient in Microsoft Office and digital marketing tools.
- Able to work independently in a fast-paced and dynamic environment.

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#countrymalaysia

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Company Description