

PR/161200 | Assistant Manager, Product Marketing

Job Information

Recruiter
JAC Recruitment Malaysia

Job ID
1616871

Industry
Retail

Job Type
Permanent Full-time

Location
Malaysia

Salary
Negotiable, based on experience

Refreshed
October 27th, 2026 08:00

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Fluent Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

Company Overview:

My client is a global fashion retail company specializing in affordable, high-quality casual apparel and lifestyle products, operating through a fast-paced, product-driven retail business with a large multi-SKU portfolio.

Job Responsibilities:

Category & Sales Analysis

- Monitor category sales performance and identify growth opportunities.
- Analyze sales trends, customer demand, inventory, and market insights.
- Track campaign performance using key KPIs such as sales, conversion, ROI, and sell-through rates.

- Prepare performance reports and recommendations for management.
- Work with merchandising and inventory teams to improve stock movement and reduce slow-moving inventory.

Marketing Campaign Management

- Support the planning and execution of marketing campaigns for assigned product categories.
- Coordinate campaign activities across online and offline channels.
- Manage campaign timelines, budgets, and stakeholder communications.
- Work with internal teams and external agencies to ensure successful campaign delivery.
  Support product launches and seasonal marketing initiatives.

Market & Customer Insights

- Monitor customer behavior, market trends, and competitor activities.
- Conduct post-campaign analysis and recommend improvements.
- Gather feedback from stores and customers to enhance marketing effectiveness.
- Develop strategies to improve customer engagement and drive sales growth.

Job Requirements:

- More than 5 years of experience in Product Marketing, or a related field.
- Strong commercial and business acumen with the ability to analyze sales, inventory, and market performance data.
- Experience tracking business performance and measuring marketing campaign effectiveness.
- Strong data analysis skills with the ability to turn insights into actionable business recommendations.
- Comfortable working with large datasets and performance reports.
- Able to manage multiple projects and priorities in a fast-paced retail environment.
- Strong numerical, analytical, and problem-solving skills.
- High attention to detail with excellent organizational skills.
- Good stakeholder management and communication abilities.

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Company Description