

PR/161202 | Digital Marketing / Performance Marketing (Well-known retail industry)

Job Information

Recruiter
JAC Recruitment Malaysia

Job ID
1616873

Industry
Retail

Job Type
Permanent Full-time

Location
Malaysia

Salary
Negotiable, based on experience

Refreshed
November 24th, 2026 06:00

General Requirements

Minimum Experience Level
Over 3 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:

Digital Marketing & Performance

- Drive online sales growth through performance marketing, CRM, app member acquisition, and customer retention.
- Plan and optimize paid advertising campaigns across Google, Meta, TikTok, Display, Affiliates, and App channels.
- Monitor key business metrics such as Sales, Traffic, Conversion Rate, ROAS, New Customers, and App Member growth.

- Analyze campaign and business performance, providing data-driven recommendations for improvement.

CRM & Customer Engagement

- Develop and execute CRM campaigns through Email, App Push Notifications, and member engagement programs.
- Drive app downloads, membership growth, customer retention, and online-to-offline (O2O) conversion.

Campaign Management

- Manage marketing campaigns from planning to execution, ensuring objectives, timelines, and budgets are achieved.
- Brief and coordinate creative assets for digital campaigns across Facebook, Instagram, TikTok, and other platforms.
- Ensure all creative materials align with brand guidelines.

Stakeholder Management

- Collaborate with Product Marketing, E-Commerce, Retail Operations, Global HQ, and external agencies.
- Manage media agencies and partners to ensure effective execution and optimal budget utilization.

Market & Growth Opportunities

- Identify new digital marketing trends, platforms, and growth opportunities.
- Continuously improve marketing effectiveness to support business growth objectives.

Job Requirements:

- 4-6 years of experience in Digital Marketing, preferably with agency and in-house experience.
- Hands-on experience managing performance marketing campaigns across Google Ads, Meta, TikTok, Display, Affiliate, and App channels.
- Strong understanding of full-funnel marketing and key KPIs such as Sales, Traffic, ROAS, Conversion Rate, Customer Acquisition, and App Membership Growth.
- Experience using digital analytics tools such as GA4, Looker Studio, Search Console, Appsflyer, and Excel.
- Proven ability to analyze campaign performance and provide data-driven recommendations.
- Experience managing large digital marketing budgets and optimizing media spend.
- Knowledge of CRM, Email Marketing, Push Notifications, Customer Segmentation, and Retention Marketing.
- Strong project management, communication, and stakeholder management skills.
- Commercially minded, self-driven, and passionate about driving business growth through data and customer insights.

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Company Description