

PR/161367 | Senior Executive / Assistant Manager, Trade Marketing - Healthcare / Pharmaceutical / Personal Care / FMCG

Job Information

Recruiter
JAC Recruitment Malaysia

Job ID
1623347

Industry
Other (Medical, Pharmaceutical)

Job Type
Permanent Full-time

Location
Malaysia

Salary
Negotiable, based on experience

Refreshed
November 17th, 2026 10:17

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 multinational healthcare and consumer products company is seeking a **Trade Marketing Senior Executive** / **Assistant Manager** to join its team in Kuala Lumpur. This role will bridge the gap between sales and brand marketing by strengthening product visibility, improving in-store execution, and delivering trade marketing strategies that accelerate sell-through. The successful candidate will manage trade activations, merchandising and promoter agencies, POSM deployment, channel coverage, and campaign performance across pharmacies, distributors, key retailers, and other relevant trade channels.

Responsibilities

Trade Marketing Strategy & Execution

- Develop and implement trade marketing plans, promotional mechanics, and channel activations aligned with the company's sales and brand strategies.

- Coordinate in-store promoter activations, roadshows, retail events, and other trade campaigns in collaboration with sales teams and external agencies.
- Establish guidelines, training programmes, and KPI frameworks for promoter agencies to ensure alignment with sales targets and brand objectives.
- Monitor market trends, trade developments, competitor activities, pricing, and promotions, providing actionable insights to sales and brand teams.
- Plan and optimise channel coverage across pharmacies, distributors, key retailers, and other relevant consumer touchpoints.

Sales Partnership & Stakeholder Support

- Partner with the sales team to support key accounts and retail partners through initiatives that strengthen product visibility and secure additional consumer touchpoints.
- Conduct on-site product and brand training for distributors, sub-distributor sales teams, key retailers, and other channel stakeholders.
- Ensure more than 90% on-time execution of promotional setups and Point-of-Sale Materials across trade channels.
- Collaborate with sales, brand marketing, procurement, finance, and external agencies to ensure the smooth execution of trade marketing activities.

Merchandising & POSM Management

- Lead and guide the external merchandising team to optimise route coverage, maximise On-Shelf Availability, improve brand visibility, and support timely stock replenishment.
- Audit and review merchandising coverage through Captivate or an equivalent retail execution platform, providing ongoing guidance and tracking performance against agreed KPIs.
- Manage the end-to-end production and deployment of printing materials, labels, stickers, and other Point-of-Sale Materials.
- Adapt approved Key Visuals for specialised retail displays, including window displays, gondola ends, power wings, promotional booths, and airport installations.
- Source, negotiate, and manage the production of promotional premiums and Gifts with Purchase for promotional packs, campaigns, and roadshows.
- Track and manage the distribution of trade marketing materials, ensuring that POSMs and promotional assets are properly allocated and utilised across relevant channels and retail partners.

Performance Analysis, Budget & Compliance

- Monitor and analyse the effectiveness of trade promotions, merchandising activities, and promoter execution.
- Apply the Plan-Do-Check-Act methodology to review campaigns, evaluate return on investment, and recommend improvements for future activities.
- Manage the trade marketing budget and optimise spending across channels to maximise commercial returns.
- Prepare regular reports on campaign performance, promoter productivity, merchandising coverage, POSM deployment, and budget utilisation.
- Ensure all trade activities, promotional claims, and on-ground executions comply with company policies and relevant industry regulations.

Requirements

- Bachelor’s Degree in Marketing, Business Administration, Mass Communication, or a related discipline.
- Approximately 3–5 years of relevant experience in trade marketing, channel marketing, shopper marketing, sales planning, or a related commercial function.
- Experience within the healthcare, pharmaceutical, consumer healthcare, FMCG, personal care, or consumer products industry is preferred.
- Practical experience managing in-store promotions, roadshows, promoter programmes, merchandising activities, and POSM deployment.

- Good understanding of pharmacies, distributors, sub-distributors, key accounts, modern trade retailers, and other relevant sales channels in Malaysia.
- Hands-on experience managing external merchandising, promoter, creative, printing, and event agencies.
- Strong analytical and commercial skills, with experience evaluating campaign performance, analysing return on investment, and managing trade marketing budgets.
- Familiarity with trade auditing platforms, retail execution systems, CRM systems, and Microsoft Office applications. Experience using Captivate or an equivalent platform will be an advantage.
- Strong project-management skills with the ability to coordinate multiple campaigns, agencies, channels, and deadlines simultaneously.
- Strong communication, stakeholder-management, negotiation, and cross-functional collaboration skills.
- Proactive, adaptable, and comfortable working in a fast-paced and dynamic commercial environment.
- Willingness to travel according to business requirements, including occasional outstation travel to East Malaysia, approximately one to two times per month.

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