

PR/161425 | Manager, Marketing - Malaysia

Job Information

Recruiter
JAC Recruitment Malaysia

Job ID
1623928

Industry
Retail

Job Type
Permanent Full-time

Location
Singapore

Salary
Negotiable, based on experience

Refreshed
November 24th, 2026 10:18

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

About the company
A well-established international consumer goods company with a strong presence across Asia Pacific is seeking an experienced and hands-on Marketing Manager. The organisation operates in a fast-paced, consumer-focused environment and manages recognised brands across multiple markets.

This role will drive locally relevant brand and marketing initiatives across Malaysia and selected Southeast Asian markets, working closely with regional teams, cross-functional stakeholders and external agency partners.

Responsibilities

- Develop and roll out marketing toolkits, campaign frameworks and cross-market brand-building initiatives.
- Plan and execute thematic marketing campaigns and regional product launches across designated Asian markets.
- Manage regional and local marketing projects covering new product development, digital activations, media strategy, portfolio management and consumer insights.

- Adapt regional brand strategies and campaign materials to ensure strong local market relevance.
- Manage and monitor the local marketing budget, ensuring effective resource allocation and spending efficiency.
- Collaborate with local agencies, suppliers and internal stakeholders to deliver integrated online and offline marketing campaigns.
- Monitor consumer behaviour, industry developments, competitive activities and market trends, translating insights into actionable marketing plans.
- Ensure consistency in brand positioning, messaging and campaign execution while accommodating local market requirements.
- Facilitate the sharing of marketing best practices across country teams and external partners.
- Manage relationships with cross-functional stakeholders, regional teams and external agency partners.
- Dedicate approximately 80% of the role to Malaysia, Indonesia, Singapore and Brunei, with the remaining 20% supporting broader Asia-level projects.

Requirements

- Bachelor’s or Master’s degree in Marketing, Business or a related discipline.
- Minimum eight years of marketing experience, preferably within FMCG, confectionery, food and beverage or other consumer-focused industries.
- Proven marketing experience covering Malaysia and Indonesia is essential; exposure to Singapore and Brunei would be advantageous.
- Strong understanding of local consumer behaviour, digital platforms, media environments and market dynamics.
- Demonstrated ability to develop marketing strategies while remaining directly involved in campaign execution.
- Experience managing regional campaigns, integrated local marketing initiatives, product portfolios and consumer activations.
- Strong cross-functional project management skills, with the ability to coordinate multiple stakeholders and markets.
- Comfortable working within a matrix organisation and collaborating closely with a regional headquarters based in Singapore.
- Experience managing external creative, media or digital agencies, as well as third-party suppliers.
- Strong analytical, organisational and presentation capabilities.
- Excellent communication, stakeholder management and influencing skills.
- Self-motivated and able to work independently with a high level of ownership.
- Agile, open-minded and comfortable working across different cultures and time zones.
- Business-level fluency in English.
- Proficiency in Bahasa Malaysia and/or Chinese would be an added advantage.

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#countrymalaysia
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Company Description