



## PR/158999 | Brand Manager (FMCG - Beverages)

### 募集職種

#### 人材紹介会社

ジェイエイシーリクルートメントマレーシア

#### 求人ID

1539197

#### 業種

小売

#### 雇用形態

正社員

#### 勤務地

マレーシア

#### 給与

経験考慮の上、応相談

#### 更新日

2025年05月13日 10:29

### 応募必要条件

#### 職務経験

3年以上

#### キャリアレベル

中途経験者レベル

#### 英語レベル

ビジネス会話レベル

#### 日本語レベル

ビジネス会話レベル

#### 最終学歴

短大卒：準学士号

#### 現在のビザ

日本での就労許可は必要ありません

### 募集要項

Our client is a leading principal company in the FMCG industry. As part of their business growth, we are looking for a Brand Manager who is experienced in brand strategy, planning and implementation of marketing & promotional activities.

#### Key Responsibilities:

- Strategise, develop and implement brand strategies and brand plans to ensure execution is in line with agreed brand positioning, timeline and budget.
- Lead, develop, implement and evaluate creative and effective ATL activities (digital, media, PR and sponsorship) and BTL campaign ideas/concepts activities in line with the brand plan / global brand direction
- Work with Group Brand Manager to supervise and develop annual media and communication plan. Develop full year media review, strategic direction and annual master plan for key brands to optimize resources.
- Work closely with sales and trade-marketing function to develop channel by channel marketing activities covering

products, packages, merchandising, promotions and activation.

- Leverage different resources (agencies, brand companies, sales) to collect market intelligence and competitive information.
- Monitor and control A&P spend to be in line with the agreed brand plan in cooperation with the finance team.

**Job Requirements:**

- Degree holder in any discipline.
- Minimum 5 years working experience in marketing, with experience in public relations, and has a good media and social network.
- Experience in alcoholic or luxury lifestyle industry is an added advantage.
- Excellent strategic planning, analytical and presentation skills.
- Proficient in Microsoft Office Tools, with excellent strategic planning and analytical skills.
- Strong communication skills in both English and Mandarin would be a big plus.

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会社説明