



PR/159160 | Head of Trade Marketing (FMCG-F&B) - hybrid work

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

1548130

業種

レストラン・フードサービス

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07月08日 16:35

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

A multinational FMCG (F&B) company is looking for a **Trade Marketing Head** mainly to develop Go-To-Market (GTM) Strategies for Malaysia and International Markets cluster to drive business growth which include distribution and implementation on visibility, new product launches, and promotions.

Key Responsibilities:

- Build and drive sales business plan for Malaysia and International Market Cluster.
- Achievement of shipment sales (STD), drive distribution, visibility, and manage trade spend expenses within budget for cluster
- Build Go To Market plans to drive sales growth and implementation in all channels.
- Collaborate with internal and distributor sales teams to drive sell-out (STT) growth, distribution, and visibility goals in trade

- Collaborate and bridge between the Marketing and Sales team to build initiatives, which include NPD, range, and pack sizes, that could be implemented in trade, measurable and help drive sales in MY, SG, and AU.
- Control and analyze the trade spending to maximize return on investment.
- Develop mid to long-term sales strategy in terms of channel prioritization.
- Set up data analytics and track and review sales analytics for all categories in the cluster.
- Timely and accurate tracking reviews of past in-trade activities and promotion evaluation.
- Evaluate trade programs and make recommendations to help the sales team stay focused and drive execution excellence.
- Develop trade programs for both in MT and GT across cluster markets which include demand creation and new users programs.
- Manage all trade launches and initiatives, and develop and support trade visuals for all categories.
- Develop a sales tool kit for key campaigns and NPD Launches.
- Sales and business development for F&B channel, and develop and execute trade and shopper programs to drive HoReCa business growth.

Requirements:

- Bachelor's Degree in Marketing and/or Business Administration or equivalent, Master's degree is an added advantage.
- At least 10 years experience of professional Trade Marketing experience.
- Knowledge of Marketing and Trade Marketing in FMCG or food industries
- Strong business sense and industry expertise
- Analytical skills and ability to develop promotional strategies in a fast-moving environment
- Ability to communicate, present, and influence credibly and effectively at all levels of the organization
- Ability to motivate team, resolve conflicts, and possess customer service skills.
- Strong learning attitude through day-to-day work, feedback from others, and training like workshops, seminars, and conferences
- Strong people management skills including coaching and mentoring
- Proficiency in English and Malay (Mandarin is an added advantage).

#LI-JACMY

#stateKL

#countrymalaysia

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会社説明