



## PR/159232 | Senior Marketing Executive / Assistant Manager (Retail F&B)

### 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

1548183

#### 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08月06日 09:01

### 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

An international Retail Beverage company is looking for a Senior Marketing Executive/Assistant Manager to join their team.

#### Key Responsibilities:

- Collaborate with superior leaders to formulate the annual/quarterly/monthly communication strategies for the regional market.
- Plan and implement marketing activities according to the plan, and complete activity tracking and review.
- Implement national marketing projects, new product launches, marketing events and other market - related activities in the region.
- Independently write activity planning proposals, plan the implementation process of online and offline activities,

prepare and promote activities in the early stage.

- Continuously follow up on the activity results, summarize and review through activity data, publicity exposure conversion, so as to optimize and improve ROI.
- Develop cross - industry/ cross - border cooperation, and explore national - level cooperative alliance resources.
- Be responsible for market research in the region, including the analysis of industry development trends and competitors' dynamics, the strengths and weaknesses of competitors and the company's products.
- Regularly provide reports on competitor information, product analysis or recommendations, etc., to provide a reference basis for the company's decision - making.
- Support the opening of new stores in the region, and use resource packages to guide and accelerate regional expansion.

Requirements:

- Bachelor's degree or above.
- Have an in-depth understanding of the FMCG or tea - beverage industry.
- Experience in the tea - beverage or catering chain industry is preferred.
- Have more than 3 years of relevant marketing or brand work experience.
- Familiar with the operation methods of various media. Those with experience in planning and organizing large - scale marketing activities are preferred.
- Have overall planning ability, strong communication and teamwork skills, high market sensitivity, and actively discover front - line needs and opportunities.

#LI-JACMY

#stateKL

#countrymalaysia

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会社説明