



## PR/159342 | Product Manager – Consumer

### 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

1552460

#### 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08月05日 14:00

### 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

#### Company Overview

An agile enterprise focused on driving consumer engagement through tailored marketing strategies and a robust retail network.

#### Job Overview

We are seeking a dynamic and results-driven **Product Manager – Consumer** to lead the marketing and channel strategy for our designated product lines and agencies. This role is pivotal in driving brand growth, market penetration, and maintaining strong relationships with both Principals and retail partners across Malaysia.

#### Job Responsibilities

- Develop and execute comprehensive marketing plans aligned with both company and Principal objectives.
- Recommend and implement effective sales, advertising, and promotional activities to drive product visibility and sales

performance.

- Identify and strategize appropriate distribution channels for each product line. Formulate and execute penetration strategies to gain channel support.
- Conduct regular market visits to gather insights, monitor trends, and assess competitor activities and new market entrants.
- Track and analyze brand health and in-market sales. Recommend corrective actions to address performance gaps.
- Engage with all relevant retailers across MT and GT channels to identify opportunities and propose tailored marketing solutions.
- Maintain strong relationships with Principals and ensure excellent rapport with customers to uphold the company's image and reputation.

### Job Requirements

- Bachelor's Degree in Business, Sales, Marketing, or a related field.
- Minimum 3–5 years of experience in consumer product marketing.
- Proficient in English and Bahasa Malaysia.
- Strong interpersonal, analytical, and communication skills.
- Computer literate with proficiency in Microsoft Office and PowerPoint.
- Solid marketing knowledge with excellent presentation skills.

#LI-JACMY

#countrymalaysia

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会社説明