



## PR/159541 | Brand Manager - Remote / Work From Home

### 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

1559197

#### 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09月23日 10:50

### 応募必要条件

#### キャリアレベル

中途経験者レベル

#### 英語レベル

無し

#### 日本語レベル

無し

#### 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 global leader in the alcoholic beverage industry is looking for a Brand Manager to drive the brands' strategies in Malaysia, owning P&L delivery, optimizing marketing ROI, and guiding brand growth through strategic activation and insights. This is a fully remote role with flexible working hours.

#### Key Responsibilities:

- Formulate and deploy the overall marketing strategy for the product category in Malaysia.
- Deliver impactful consumer awareness and integrated marketing campaigns to improve brand health.
- Collaborate with global brand teams to design marketing toolkits and promotional materials.
- Design and execute on- and off-trade visibility and promotional plans in partnership with Trade Marketing.
- Monitor market and brand performance, as well as competition, to identify opportunities and challenges; recommend

strategic interventions.

- Manage the marketing budget in line with internal financial processes, aiming to improve short- and long-term ROI through better investment choices and prioritization.
- Build strong relationships with key support agencies to ensure consistent and high-quality creative and activation outputs.

Requirements:

- Minimum 5 years of experience in strategic marketing and brand building, with exposure to lifestyle and digital marketing.
- Strong analytical skills and deep understanding of local consumer behaviour, with a proven ability to meet commercial and marketing KPIs.
- Demonstrated success in working within cross-functional teams and matrix organizations, with strong stakeholder engagement capabilities.
- Excellent communication skills across verbal, written, and presentation formats.
- Proactive and adaptable team player with a growth mindset and a hands-on approach to execution.

Due to the high volume of applicants, ONLY SELECTED candidates will be notified

#LI-JACMY

#stateKL

#countrymalaysia

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会社説明