



## PR/159598 | Senior B2B Marketing Executive / Assistant Manager

### 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

1559957

#### 業種

デジタルマーケティング

#### 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30日 10:47

### 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

An international business consulting company is seeking a strategic and results-oriented **B2B Marketing Executive (Senior/Assistant Manager)** to join their team in Kuala Lumpur. This role is responsible for developing and executing end-to-end marketing strategy from digital events and content marketing to website optimization to build brand authority, drive lead generation, and support revenue goals.

#### Key Responsibilities:

- **Digital Event & Webinar Strategy:** Own the end-to-end strategy and execution of digital events (webinars, workshops) designed to engage senior leadership audiences. This includes content planning, speaker coordination, promotion, platform management (Zoom), and post-event analysis to measure impact and generate qualified leads.
- **Content & Email Strategy:** Develop and manage the B2B content calendar and email marketing strategy. Translate industry research and consulting expertise into high-value thought leadership content (blog articles, case studies, whitepapers) that resonates with target buyer personas and nurtures them through the sales funnel.
- **Website & SEO Management:** Manage and optimize the company website (built on Webflow) to ensure it serves as an effective lead generation engine. This includes publishing content, updating pages, and implementing on-page SEO best practices to improve organic visibility and conversion rates.

- **Social Media & Brand Presence:** Develop and execute the social media strategy, primarily on LinkedIn, to build brand authority and engage with key decision-makers in target accounts.
- **Performance Analysis & Reporting:** Analyze and report on the performance of all marketing campaigns and channels. Track key metrics, derive actionable insights, and present findings to leadership to demonstrate marketing ROI and inform future strategy.

Requirements:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- 4+ years of demonstrable experience in a B2B marketing role, preferably within consulting, SaaS, or technology services.
- Exceptional English written and verbal communication skills, with a portfolio showcasing high-impact B2B content (e.g., blog posts, case studies, email campaigns).
- Proven ability to manage multiple projects autonomously from conception to completion in a fast-paced environment.
- Strong proficiency with marketing automation or email marketing platforms (e.g., Mailchimp, HubSpot) and website content management systems.
- A strategic mindset with strong analytical skills and a data-driven approach to marketing.
- **Additional Advantages:** Direct experience with Webflow, knowledge of SEO/SEM principles and best practices, and has experience marketing to management level audiences.

#LI-JACMY

#stateKL

#countrymalaysia

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会社説明