

マレーシアの求人なら
JAC Recruitment Malaysia

PR/159716 | Senior Marketing Executive / Assistant Manager - Electronics and Computer Accessories Industry (Hybrid)

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

1563161

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12月09日 01:00

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 leading multinational company in the Consumer Electronics and Computer Accessories Industry is expanding their operations to Malaysia, and they are seeking a creative and strategic marketing professional to lead their online and offline marketing initiatives. This role is pivotal in shaping the brand presence in Malaysia, managing social media and e-commerce platforms, as well as planning and executing impactful campaigns.

Job Responsibilities

- Develop and execute integrated marketing plans for online and offline channels.
- Align marketing efforts with business goals to drive e-commerce and retail sales growth.
- Manage and grow brand presence on E-commerce and social media platforms.
- Develop creative and engaging content including videos and visuals for digital and offline marketing, collaborating with internal teams and external agencies to deliver campaigns.
- Monitor and analyse campaign performance and sales data using Excel, and optimize content based on analytics.

- Provide insights and recommendations to improve marketing ROI.

Job Requirements

- Minimum 3 years of marketing experience in the consumer electronics or related industries.
- Strong understanding of both online and offline marketing strategies.
- Experience with social media platforms and content creation.
- Familiarity with e-commerce platforms (Shopee, Lazada) is a plus.
- Good at Excel for data tracking and analysis.
- Creative mindset with the ability to think strategically and execute tactically.
- Ability to thrive in a fast-paced, startup environment and adapt to changing priorities.

#LI-JACMY

#stateKL

#countrymalaysia

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

Privacy Policy Link: <https://www.jac-recruitment.my/privacy-policy>

Terms and Conditions Link: <https://www.jac-recruitment.my/terms-of-use>

会社説明