



## PR/159560 | Assistant Product Manager - FMCG / Retail (Hybrid Work)

### 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

1569631

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

2026年02月03日 07:00

### 応募必要条件

職務経験

6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

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 FMCG company is looking for an Assistant Product Manager to manage regional product strategy execution, portfolio and innovation planning, cross-border project coordination, and marketing communication alignment across Southeast Asia and key markets. This role has hybrid working arrangements with flexible working hours.

#### Key Responsibilities:

- Support the creation, planning, and execution of regional product strategies for assigned categories, working closely with the Singapore HQ team.
- Drive alignment across Southeast Asia, Oceania, Middle East, and other key markets, while providing on-the-ground support from Malaysia.
- Assist in the full spectrum of product planning: consumer insights, market sizing, new product pipeline development, and go-to-market strategies.

- Contribute to building a 3–5 year innovation roadmap for assigned categories, balancing renewals and new product introductions.
- Gather and analyze sales, marketing, and research data to optimize the regional portfolio, rationalize SKUs, and identify whitespace opportunities.
- Coordinate with Singapore HQ to integrate consumer insights, concept testing, and HUTs into product development.
- Track industry and competitive trends in local and regional markets to support differentiation strategies.
- Collaborate with R&D, QA/QC, Operations, and Finance across borders to support timely delivery of project milestones.
- Support Singapore HQ by preparing NPD product briefs and topline direction for the assigned categories to the Brand and Digital Marketing team, ensuring alignment on positioning, key messages, and launch objectives.
- Assist in reviewing regional toolkits and activation materials, ensuring alignment with market needs.

Requirements:

- Minimum bachelor's degree in a business-related function.
- At least 3 years of experience in brand/product management, preferably with regional or NPD exposure in FMCG or related industries.
- Strong analytical and project management skills to handle multi-market projects.
- Familiarity with market research and tracking data (e.g., Nielsen, Euromonitor) to support decisions.
- Excellent communication skills to work effectively across borders with Singapore HQ and other regional teams.
- Independent, proactive, and adaptable. Comfortable working in Malaysia while reporting to and aligning with Singapore HQ.
- Travelling abroad is needed for the position.

#LI-JACMY

#stateKL

#countrymalaysia

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