



PR/159919 | Technical Marketing Specialist

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

1572179

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

2026年02月10日 11:01

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

流暢

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

Company and Job Overview

A leading manufacturing company specializing in advanced construction materials is seeking a Technical Marketing Specialist. The ideal candidate should have both technical knowledge of waterproofing chemicals and cementitious products with digital marketing skills.

Job Responsibilities

- Analyze product specifications, features, target markets, and competitors to define key selling points
- Develop digital marketing materials (videos, white papers, project references) based on collaboration with technical and sales teams and first-hand site observations
- Disseminate technical content via social media and websites, update product information, implement SEO, and run web advertising campaigns within budget

- Support online events (webinars) and physical exhibitions, including promoting participation and assisting sales teams during events
- Assist Marketing HOD in brand strategy execution and strengthen lead generation through targeted campaigns
- Present marketing insights in meetings, share market sentiment with Southeast Asia group companies, and prepare promotional materials and souvenirs
- Undertake outstation trips (Malaysia & Singapore) to record product demonstrations and other marketing-related activities for promotional use

Job Requirements

- Diploma/ Degree in Marketing & Public Relations, Architecture, Civil Engineering, Chemistry, Mechanical Engineering, or a related field
- At least 3 years of marketing experience in the construction materials industry
- Possess technical product knowledge (construction waterproofing chemicals or cementitious products preferred) to understand product specifications and application mechanisms
- Strong writing and presentation skills to communicate technical information clearly
- Experience in digital content creation (blogs, videos, white papers, etc.) with basic SEO knowledge
- Willing to travel occasionally within Malaysia and overseas
- Applicants should be Malaysian citizens or hold relevant residency status

Interested applicants, feel free to click **APPLY NOW**

#LI-JACMY
#countrymalaysia

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会社説明