



## PR/160070 | Digital Marketing Senior Executive (Retail F&B)

### 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

1574862

#### 業種

レストラン・フードサービス

#### 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03月24日 14:00

### 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

日常会話レベル

#### 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

#### Company Overview

An international Retail Beverage company is looking for a Senior Marketing Executive/Assistant Manager to join their team.

#### Job Overview

This role is responsible for managing paid media performance, overseeing agency executions, and driving social media content operations to support brand growth across key digital platforms.

#### Job Responsibilities

- Oversee and review media plans, creatives, and execution progress from third-party media agencies.
- Manage paid advertising performance across platforms such as Meta, TikTok, and Xiaohongshu (RED), ensuring data accuracy and logical reporting.
- Publish weekly content on official brand channels in alignment with campaign timelines and brand guidelines.

- Coordinate with platform representatives (e.g., TikTok, XHS) on account operations, collaborations, and content approvals.
- Monitor customer comments, DMs, and basic complaints, escalating serious or recurring issues to internal teams.
- Compile weekly data reports and conduct monthly performance reviews to guide optimization and budget adjustments.

### Job Requirements

- Bachelor's degree or above.
- Have an in-depth understanding of the FMCG or tea - beverage industry.
- Experience in the tea - beverage or catering chain industry is preferred.
- Have more than 5 years of relevant marketing or brand work experience.
- Familiar with the operation methods of various media. Those with experience in planning and organizing large - scale marketing activities are preferred.
- Have overall planning ability, strong communication and teamwork skills, high market sensitivity, and actively discover front - line needs and opportunities.

#LI-JACMY  
#countrymalaysia

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会社説明