



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01月27日 10:55

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