



PR/160418 | Sales & Marketing Manager (Agritech Industry)

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

1586513

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04月28日 08:00

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

As part of the expansion plan, our client is looking for Sales & Marketing Manager (B2C) that will be responsible for developing and implementing sales strategies, managing marketing campaigns, and driving business growth.

Job Responsibilities:

- Develop and execute integrated sales and marketing strategies to drive revenue growth across domestic and international markets, with a strong focus on export and cross-border business (Malaysia, Singapore, Taiwan, China)
- Lead digital marketing initiatives including performance marketing, SEO/SEM, social media, e-commerce platforms, and marketing automation to generate qualified leads and increase brand visibility
- Leverage AI-powered tools and data analytics for market intelligence, customer segmentation, campaign optimization, demand forecasting, and sales performance tracking
- Oversee branding, positioning, and product launch strategies for food technology and supplement products, ensuring regulatory and market relevance

- Drive B2C sales growth through structured sales pipelines, key account management, and relationship building with distributors, retailers, and strategic partners
- Collaborate with R&D, regulatory, operations, and supply chain teams to ensure product-market fit, compliance, and successful go-to-market execution
- Manage content strategy and development, including product messaging, technical content, digital assets, and marketing collateral for global markets
- Monitor market trends, competitive landscape, pricing strategies, and consumer behavior to identify growth opportunities and risks
- Track and analyze sales and campaign performance using dashboards and KPIs, providing actionable insights and recommendations to management
- Lead, coach, and motivate the sales and marketing team, fostering a data-driven, innovative, and performance-oriented culture
- Manage marketing budgets effectively, ensuring high ROI and alignment with business objectives

Job Requirements

- Sales and client management experience, including business development, lead generation, and relationship management
- Marketing expertise in digital marketing, campaign management, and market analysis
- Content creation and management skills, including copywriting and overseeing the development of marketing collateral
- Strong research abilities to analyze market trends and competitive insights
- Proficiency in branding, strategy planning, and ensuring customer satisfaction
- Proactive problem-solving and leadership skills with the ability to drive team performance
- Knowledge of emerging market trends and technological advancements in the industry is a plus

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.

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会社説明