



PR/160686 | MARKETING & SALES MANAGER - Real Estate & Property Development

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

1599376

業種

ビジネスコンサルティング

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06月26日 11:14

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 Overview

Our client is a real estate investment and asset management firm specializing in acquisition, development, asset management, and strategic capital deployment across key APAC markets. With multiple active projects in Johor Bahru and Penang, we are seeking an experienced and results-driven Sales & Marketing Manager to lead the commercial success of our developments.

This role is ideal for a dynamic professional with strong market knowledge, proven sales leadership, and the ability to drive integrated marketing strategies across mixed-use developments.

Key Responsibilities

Sales & Business Development:

- Develop and execute strategies to achieve project sales targets and revenue goals
Lead sales activities across residential, serviced apartment, retail, and hotel developments
- Build and maintain strong relationships with property agents, brokers, investors, corporate clients, and strategic partners
Identify new business opportunities, market segments, and sales channels
- Conduct market research and competitor analysis to optimise project positioning and pricing
- Organise and participate in property launches, exhibitions, roadshows, and investor presentations
- Manage customer enquiries, negotiations, and closing of transactions
- Prepare regular sales forecasts, reports, and pipeline updates

Marketing & Branding:

- Plan and execute integrated marketing campaigns across digital, social media, print, outdoor, and event channels
- Coordinate with external agencies, designers, media partners, and PR consultants
- Manage project branding, marketing collateral, and promotional materials
- Oversee digital marketing initiatives including website, social media, online lead generation, and CRM activities
- Monitor campaign performance and optimise marketing ROI
- Enhance brand visibility and market awareness for ongoing developments

Client & Stakeholder Management:

- Maintain strong relationships with purchasers, investors, tenants, and partners
- Coordinate with legal, finance, operations, and project teams to ensure smooth sales completion and handover
- Support leasing discussions for retail and hospitality components where required
Ensure high standards of customer service and client satisfaction

Market Intelligence & Reporting:

- Track market trends, competitor launches, pricing benchmarks, and buyer demand in Johor and Penang
- Provide strategic recommendations on pricing, promotions, and product positioning
- Prepare monthly sales and marketing reports, budgets, and performance analysis

Job Requirements

- Bachelor's Degree in Marketing, Business, Real Estate, Hospitality, or related field
- 10–15 years of experience in property sales and marketing in Malaysia
- Proven track record in selling residential, serviced apartment, retail, and/or hospitality projects
- Strong network with property agencies, investors, and industry stakeholders in Johor and Penang
- Solid understanding of the Malaysian property market and regulatory environment
- Proficiency in Microsoft Office, CRM systems, and digital marketing tools
- Willingness to travel within Malaysia

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会社説明