



PR/123852 | Marketing Manager (Milk Powder)

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インドネシア

求人ID

1599790

業種

レストラン・フードサービス

雇用形態

正社員

勤務地

インドネシア

給与

経験考慮の上、応相談

更新日

2026年08月21日 04:00

応募必要条件

職務経験

10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

Job Description

- Develop and execute overall marketing strategy for milk powder product portfolio
- Drive brand positioning, growth, and market share expansion
- Plan and manage ATL, BTL, digital, and in-store marketing campaigns
- Analyze market trends, consumer insights, and competitor activities
- Lead product development, innovation, and new product launches
- Collaborate with sales, trade marketing, and distributors to ensure strong execution
- Manage marketing budget and optimize ROI across campaigns
- Monitor brand performance, sales performance, and key KPIs

- Ensure compliance with industry regulations and food/nutrition standards
- Manage external agencies and cross-functional stakeholders

Requirements

- Bachelor's degree in Marketing, Business, or related field
- Minimum 6–10 years of experience in FMCG marketing
- Experience in milk powder category
- Strong understanding of brand management and product lifecycle
- Proven experience in executing integrated marketing campaigns
- Strong analytical and data-driven decision-making skills
- Excellent communication and stakeholder management skills
- Ability to lead cross-functional teams and manage multiple projects
- Familiar with digital marketing and e-commerce channels
- Knowledge of regulatory requirements in food or nutrition industry is an advantage

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会社説明