

PR/161126 | Senior Marketing Manager - Property Developer

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
1614541

業種
デジタルマーケティング

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10月27日 13:00

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

JOB RESPONSIBILITIES:

- Develop and execute marketing strategies aligned with business objectives and sales targets.
- Lead branding, positioning and go-to-market strategies for property developments.
- Drive end-to-end marketing activities from awareness and lead generation to customer acquisition and sales conversion.
- Plan and execute project launches, exhibitions, roadshows, customer events, show units and sales gallery activities.
- Monitor campaign performance, lead quality, marketing ROI and conversion effectiveness.
- Manage digital marketing, CRM platforms and strategic partnerships to enhance customer engagement.
- Oversee external agencies including creative, digital, media, PR and event partners.

- Manage A&P budgets and optimize marketing investments.
- Support industrial and B2B marketing initiatives, including partnerships, investor engagement and industry events.
- Lead, coach and develop the marketing team while providing strategic recommendations to senior management.

JOB REQUIREMENTS:

- Bachelor's Degree in Marketing, Business, Mass Communication, Real Estate or related field.
- Minimum 10 years of marketing experience, preferably within the property development industry.
- At least 3 years of experience in a leadership or managerial capacity.
- Proven experience managing property launches, branding and lead generation campaigns.
- Strong understanding of digital marketing, CRM systems and sales conversion strategies.
- Experience managing agencies and substantial marketing budgets.
- Strong commercial acumen, analytical skills and stakeholder management capabilities.
- Experience in industrial, commercial or B2B property marketing will be an added advantage.
- Results-oriented, strategic thinker with strong execution skills.

Why Join Us?

- Opportunity to lead marketing for high-impact property developments.
- Work closely with senior leadership on strategic business initiatives.
- Attractive remuneration and benefits package.
- Career growth within a reputable property development organization.

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#Countrymalaysia

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会社説明