

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11月24日 16:00

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.

#LI-JACMY
#Countrymalaysia

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.

Privacy Policy Link: https://www.jac-recruitment.my/privacy-policy
Terms and Conditions Link: https://www.jac-recruitment.my/terms-of-use

会社説明