

PR/161190 | Brand & Marketing Manager (Meru, Klang) - Fresh Produce / FMCG

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
1616863

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11月24日 07:00

応募必要条件

職務経験
3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

About the Company
A well-established importer and distributor of premium fresh fruits and vegetables is seeking a **Brand & Marketing Manager** to drive brand growth, consumer awareness, and market presence across retail, wholesale, and foodservice channels. The role will be responsible for developing brand strategies, executing marketing campaigns, managing product launches, and strengthening the company's market position within the fresh produce industry.

ResponsibilitiesBrand Management

- Develop and execute brand strategies to strengthen market positioning and brand awareness.
- Ensure consistent brand messaging across all marketing channels and customer touchpoints.
- Manage brand guidelines, communication materials, and promotional assets.
- Monitor brand performance and recommend initiatives to enhance customer engagement and market visibility.
- Build and maintain a strong brand identity that differentiates the company within the fresh produce market.

Marketing & Campaign Management

- Plan and execute marketing campaigns, seasonal promotions, and product launch activities.
- Develop promotional programs to support sales growth across retail, wholesale, and foodservice channels.
- Coordinate marketing activities with internal stakeholders and external agencies.
- Manage marketing calendars, budgets, and campaign timelines to ensure effective execution.
- Evaluate campaign effectiveness and recommend improvements to maximize ROI.

Digital Marketing & Content Creation

- Drive social media, digital marketing, and online branding activities.
- Develop engaging content for social media, websites, brochures, and marketing materials.
- Manage online advertising campaigns to improve customer reach and engagement.
- Monitor digital marketing performance and optimize campaigns based on analytics and insights.
- Enhance brand presence across digital and e-commerce platforms.

Market Research & Consumer Insights

- Monitor market trends, consumer preferences, competitor activities, and industry developments.
- Conduct market research to identify growth opportunities and emerging customer demands.
- Gather customer feedback and market insights to support marketing and commercial strategies.
- Recommend new product, packaging, and promotional initiatives based on market needs.

Product & Trade Marketing Support

- Support product launches and new product introduction activities.
- Work closely with the Sales team to develop trade marketing programs and customer promotions.
- Coordinate merchandising activities, point-of-sale materials, and promotional campaigns.
- Drive brand visibility and in-store execution across retailers, distributors, and strategic accounts.

Reporting & Stakeholder Management

- Track marketing performance metrics and prepare regular reports for management review.
- Manage relationships with advertising agencies, media partners, suppliers, and strategic partners.
- Collaborate closely with Sales, Procurement, Warehouse, Logistics, and Quality teams to ensure alignment with business objectives.
- Provide market feedback and consumer insights to support strategic business planning.

Requirements

- Bachelor's Degree in Marketing, Business Administration, Communications, or a related discipline.
- Minimum 5 years of experience in brand management, marketing, trade marketing, or related functions.
- Experience within fresh produce, FMCG, food & beverage, consumer goods, retail, or related industries is preferred.
- Strong understanding of consumer behavior, branding, and market trends.
- Experience managing digital marketing platforms, social media campaigns, and content marketing initiatives.
- Strong project management and campaign execution capabilities.
- Excellent communication, presentation, and stakeholder management skills.
- Creative mindset with strong commercial awareness and business acumen.
- Proficient in Microsoft Office and digital marketing tools.
- Able to work independently in a fast-paced and dynamic environment.

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#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.

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

会社説明