


# PR/161200 | Assistant Manager, Product Marketing

## 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**
1616871

**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 06:00

## 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**
流暢レベル

**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

**Company Overview:**

My client is a global fashion retail company specializing in affordable, high-quality casual apparel and lifestyle products, operating through a fast-paced, product-driven retail business with a large multi-SKU portfolio.

**Job Responsibilities:**

Category & Sales Analysis

- Monitor category sales performance and identify growth opportunities.
- Analyze sales trends, customer demand, inventory, and market insights.
- Track campaign performance using key KPIs such as sales, conversion, ROI, and sell-through rates.

- Prepare performance reports and recommendations for management.
- Work with merchandising and inventory teams to improve stock movement and reduce slow-moving inventory.

Marketing Campaign Management

- Support the planning and execution of marketing campaigns for assigned product categories.
- Coordinate campaign activities across online and offline channels.
- Manage campaign timelines, budgets, and stakeholder communications.
- Work with internal teams and external agencies to ensure successful campaign delivery.
  Support product launches and seasonal marketing initiatives.

Market & Customer Insights

- Monitor customer behavior, market trends, and competitor activities.
- Conduct post-campaign analysis and recommend improvements.
- Gather feedback from stores and customers to enhance marketing effectiveness.
- Develop strategies to improve customer engagement and drive sales growth.

**Job Requirements:**

- More than 5 years of experience in Product Marketing, or a related field.
- Strong commercial and business acumen with the ability to analyze sales, inventory, and market performance data.
- Experience tracking business performance and measuring marketing campaign effectiveness.
- Strong data analysis skills with the ability to turn insights into actionable business recommendations.
- Comfortable working with large datasets and performance reports.
- Able to manage multiple projects and priorities in a fast-paced retail environment.
- Strong numerical, analytical, and problem-solving skills.
- High attention to detail with excellent organizational skills.
- Good stakeholder management and communication abilities.

#LI-JACMY

#statekl

**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