

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10月27日 08:00

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

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会社説明