

PR/161367 | Senior Executive / Assistant Manager, Trade Marketing - Healthcare / Pharmaceutical / Personal Care / 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
1623347

業種
その他（メディカル）

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17日 10:17

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 multinational healthcare and consumer products company is seeking a **Trade Marketing Senior Executive** / **Assistant Manager** to join its team in Kuala Lumpur. This role will bridge the gap between sales and brand marketing by strengthening product visibility, improving in-store execution, and delivering trade marketing strategies that accelerate sell-through. The successful candidate will manage trade activations, merchandising and promoter agencies, POSM deployment, channel coverage, and campaign performance across pharmacies, distributors, key retailers, and other relevant trade channels.

Responsibilities

Trade Marketing Strategy & Execution

- Develop and implement trade marketing plans, promotional mechanics, and channel activations aligned with the company’s sales and brand strategies.

- Coordinate in-store promoter activations, roadshows, retail events, and other trade campaigns in collaboration with sales teams and external agencies.
- Establish guidelines, training programmes, and KPI frameworks for promoter agencies to ensure alignment with sales targets and brand objectives.
- Monitor market trends, trade developments, competitor activities, pricing, and promotions, providing actionable insights to sales and brand teams.
- Plan and optimise channel coverage across pharmacies, distributors, key retailers, and other relevant consumer touchpoints.

Sales Partnership & Stakeholder Support

- Partner with the sales team to support key accounts and retail partners through initiatives that strengthen product visibility and secure additional consumer touchpoints.
- Conduct on-site product and brand training for distributors, sub-distributor sales teams, key retailers, and other channel stakeholders.
- Ensure more than 90% on-time execution of promotional setups and Point-of-Sale Materials across trade channels.
- Collaborate with sales, brand marketing, procurement, finance, and external agencies to ensure the smooth execution of trade marketing activities.

Merchandising & POSM Management

- Lead and guide the external merchandising team to optimise route coverage, maximise On-Shelf Availability, improve brand visibility, and support timely stock replenishment.
- Audit and review merchandising coverage through Captivate or an equivalent retail execution platform, providing ongoing guidance and tracking performance against agreed KPIs.
- Manage the end-to-end production and deployment of printing materials, labels, stickers, and other Point-of-Sale Materials.
- Adapt approved Key Visuals for specialised retail displays, including window displays, gondola ends, power wings, promotional booths, and airport installations.
- Source, negotiate, and manage the production of promotional premiums and Gifts with Purchase for promotional packs, campaigns, and roadshows.
- Track and manage the distribution of trade marketing materials, ensuring that POSMs and promotional assets are properly allocated and utilised across relevant channels and retail partners.

Performance Analysis, Budget & Compliance

- Monitor and analyse the effectiveness of trade promotions, merchandising activities, and promoter execution.
- Apply the Plan-Do-Check-Act methodology to review campaigns, evaluate return on investment, and recommend improvements for future activities.
- Manage the trade marketing budget and optimise spending across channels to maximise commercial returns.
- Prepare regular reports on campaign performance, promoter productivity, merchandising coverage, POSM deployment, and budget utilisation.
- Ensure all trade activities, promotional claims, and on-ground executions comply with company policies and relevant industry regulations.

Requirements

- Bachelor’s Degree in Marketing, Business Administration, Mass Communication, or a related discipline.
- Approximately 3–5 years of relevant experience in trade marketing, channel marketing, shopper marketing, sales planning, or a related commercial function.
- Experience within the healthcare, pharmaceutical, consumer healthcare, FMCG, personal care, or consumer products industry is preferred.
- Practical experience managing in-store promotions, roadshows, promoter programmes, merchandising activities, and POSM deployment.

- Good understanding of pharmacies, distributors, sub-distributors, key accounts, modern trade retailers, and other relevant sales channels in Malaysia.
- Hands-on experience managing external merchandising, promoter, creative, printing, and event agencies.
- Strong analytical and commercial skills, with experience evaluating campaign performance, analysing return on investment, and managing trade marketing budgets.
- Familiarity with trade auditing platforms, retail execution systems, CRM systems, and Microsoft Office applications. Experience using Captivate or an equivalent platform will be an advantage.
- Strong project-management skills with the ability to coordinate multiple campaigns, agencies, channels, and deadlines simultaneously.
- Strong communication, stakeholder-management, negotiation, and cross-functional collaboration skills.
- Proactive, adaptable, and comfortable working in a fast-paced and dynamic commercial environment.
- Willingness to travel according to business requirements, including occasional outstation travel to East Malaysia, approximately one to two times per month.

#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.

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会社説明