

MANAGER, BRAND (CONSUMER FOOD)

(Based in Hicom-Glenmarie, Shah Alam)

Responsibilities:

- To assist in planning and implementing marketing plans, programs and activities according to stipulated timeline to meet marketing objectives.
- To assist in operation matters relating to designated portfolio.
- To assist in formulating marketing plans, new product developments and managing brand's A&P budget effectively.
- To prepare market studies and analyse market trends and opportunities.
- To network effectively with all functional groups, internal and external business partners.
- To perform other related duties & responsibilities as assigned by superior from time to time.
- To manage multiple tasks in a fast paced, ever-changing environment.

Requirements:

- Degree in Marketing or Business or equivalent
- Education: Bachelor's Degree
- Experience: Minimum 5 years working experience in FMCG brand marketing position or equivalent.
- Skills required include the followings:
 - Good interpersonal and communication skills.
 - Proficient in English and Bahasa Malaysia both verbal and written. Ability to read and write in Mandarin will be an added advantage.
 - Able to effectively prioritize multiple tasks, results oriented, resourceful, team player, hardworking, strong presentation, planning, organizing and analytical skills.
 - Systematic, organized and meticulous.
 - Able to work under pressure efficiently.
 - Proficient in Microsoft Office applications (Word, Excel, Power Point).