

MANAGER, MARKETING (HPC)

(Based in Hicom-Glenmarie, Shah Alam)

Responsibilities:

- Initiating, developing and implement marketing plans for the assigned portfolio to ensure positive growth in sales and profitability of the company.
- Develop and execute the marketing plan for the total business unit and optimising utilisation of funds in raising awareness through above and below-the-line activities in engaging the target market channel and consumers.
- Developing brand strategies to ensure optimum marketing mix in line with company's explicit objectives.
- Monitor the business environment through market research or observation to ensure the Company remains competitive.
- Exploring new medium of advertising or a better marketing mix to achieve the desired results.
- Develop and implementing product development with the NPD departments to strengthen product portfolio.
- Participate in overall corporate matters ranging from maintenance of the company website, library and other corporate communication areas.
- Continuously strengthen mutually beneficial trading relationships with external parties including advertising agencies and suppliers through enhancing value to the brand and meeting agreed objectives.
- Tabulate, update and monitor the soap chip impact to price, gross margin and price competitiveness.
- Provide guidance to subordinates on planning and execution of effective branding and advertising initiatives.
- Carry out other supportive functions or additional responsibilities for the Division as delegated by Executive Director from time to time.

Requirements:

- At least a Bachelor's Degree in Business Studies or Administration or Management, Marketing or equivalent.
- At least 12 year(s) of working experience in the related field is required for this position.
- A natural leader with strong analytical, interpersonal and communication skills.
- Proven track record and experience in various marketing disciplines including brand and product management, advertising and project management.
- Well versed in digital marketing is an added advantage.
- Computer literate and familiar with Microsoft Business Software, M3 and other business intelligence tools.
- Preferably Senior Managers specializing in Marketing or Brand Marketing or Product Management.