

SENIOR MANAGER, PRODUCT (HPC)

(Based in Hicom-Glenmarie, Shah Alam)

Responsibilities:

- Preparation of yearly marketing plan for the assigned brands.
- Timely executions of NPDs, marketing activities and communication programs as approved in the yearly marketing/brand plan.
- Formulation of various marketing strategies based on the business analysis in line with changing consumer's preference, dynamics of market and competitors' activities.
- Drive ROI on media and all brand investments includes digital, conventional mediums and below-the-line activations.
- Monitor cost and take proactive actions to protect and improve profitability of assigned brand portfolio.
- Resourceful in gathering general market trends, consumer insights, market shares and competitive information as reference for NPDs, strategy development, marketing and trade support programs.
- Conduct feasibility study and recommend to HOD the marketability, profitability and the necessary facilities required for new business or product ideas.
- Participate in overall corporate matters ranging from maintenance of company website, library and other corporate communication areas.
- Carry out other supportive functions or additional responsibilities as delegated by the HOD from time to time.

Requirements:

- At least a Bachelor's Degree in Marketing, Business Administration or equivalent.
- At least 5 year(s) of working experience in the related field is required for this position.
- High level of exposure in a brand marketing culture with in-depth knowledge of brand management tools and processes.
- Good analytical, interpersonal and communication skills.
- Computer literate and proficient with Microsoft Excel and Powerpoint.
- Familiarity with Nielsen Answers and Kantar will be an added advantage. Proficient in business communication languages with good command of English.
- Proactive and have a good sense of urgency in carrying out assignments with minimal supervision.
- Team player, within and inter-department.