



Product Manager

Marco Corporation (M) Sdn Bhd

JOB DESCRIPTION

Responsibilities:

- Propose annual marketing/brand plan, seeking better consumer & market understanding to ensure effective ATL/BTL program.
- Ensure the achievement of the marketing objectives through effective planning, execution & monitoring.
- Managing the planning and monitoring of stock ordering, stock provision and stock ageing at healthy level.
- Cultivate a profound understanding of the assigned brand on consumer, category, brand, competitor, market requirement.
- Head the development of consumer promotion campaign & interaction to drive consistent brand building & increase brand sales.
- Work closely with the Sales team to ensure the implementation of trade program in line with overall brand strategy.
- Oversee all the communication material (advertising, POSM, Promotion) development with the approval of the superior.
- Monitor & manage the A&P budget & optimize the brand ROI through analysis and review.
- Provide regular review on brand performance vs. target, competitors' information & performance & propose course of action needed.
- Maintain strong rapport with principals, dealers, agencies and inter-department to ensure smooth implementations and action plans and any brand related issues.

Requirements:

- Diploma/Degree in Marketing, Business Studies/Administration/Management or related discipline.
- Minimum 2 year(s) of working experience as senior executive or managerial capacity in the product/brand management at the consumer products environment.
- Possess creative marketing talent, good product management knowledge with strong vendor relationship.
- Good organization and planning skills.
- Should possess integrity, result oriented and strong leadership skills.
- Excellent interpersonal skill, resourceful and self-motivated.
- Good communication skills, both written and verbal in English, Bahasa Malaysia and Mandarin will be an added advantage.