



## Product Manager

Marco Corporation (M) Sdn Bhd

### JOB DESCRIPTION

#### Responsibilities:

- To lead and manage the product management team of Casio Electronic Musical Instrument.
- 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.
- 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.
- 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 rapports with principals, dealers, agencies and inter-department to ensure smooth implementations of action plans and any brand related issues.

#### Requirements:

- Diploma or Degree in Marketing, Business Studies / Management or related discipline. Have some fundamental knowledge of piano/keyboard an added advantage.
- Minimum 1-2 year(s) of working experience as a senior executive or assistant manager capacity.
- Experience preferably specializing in brand management of Consumer Products or Electrical & Electronics.
- 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 skills, resourceful and self-motivated.
- Good communication skills, both written and verbal in English, Bahasa Malaysia and Mandarin will be an added advantage.