



## Product Executive

Marco Corporation (M) Sdn Bhd

### JOB DESCRIPTION

An established distribution-centric organization, we are looking for a Product Executive to join the marketing team to manage the CASIO, G-SHOCK, BABY-G & EDIFICE brand of Timepieces.

#### Responsibilities:

- Responsible for the Above the Line (ATL) and Below the Line (BTL) marketing activities, campaigns and digital marketing.
- Develop and implement innovation marketing activities offline and online and campaigns to drive higher customer retention and loyalty. Monitor and review the effectiveness of brand campaigns.
- Generate creative materials, templates and collateral.
- In charged of the stock planning & monitoring of the stock ageing for the assigned product categories.
- Prepare monthly reports on sales, stock and other related reports.
- Maintain strong rapport with principles, dealers, agencies and inter-department to ensure smooth implementations and achievement of action plans.

#### Requirements:

- Diploma / Degree in Marketing, Business Studies/ Management, Commerce or related discipline.
- Minimum 2 years working experience in product/brand management preferably for Consumer Products however fresh graduate will be considered.
- Possess good communication, interpersonal, presentation skills and creativity.
- Willing to learn, resourceful and self-motivated.