

Job Description	
Position	Marketing Manager
Department	Marketing & Communications
Division	Corporate Service

SUMMARY OF RESPONSIBILITIES

The Manager supports the Company's role in managing its marketing & planning activities, product branding and communication strategies to build positive profile among stakeholders. Key activities include:

- Provide marketing communications/public relations support for effective and efficient management of the activities.
- Implement effective marketing strategies in order to achieve company's targets and objectives.
- Effective and efficient management/execution of assigned Marketing Communication activities.

KEY AREAS OF RESPONSIBILITIES

- Work with SBU to understand the marketing and brand of each product and manage the marketing portfolios across channels to ensure competitiveness, top of brand recall and achieve business targets
- Lead a team of marketing, website, creative and digital marketing professionals; ensure teams are synchronised within and with other functions to deliver business results
- Be insightful with marketing trends, able to recommend marketing trends; build and sustain relationships with external marketing communities.
- Build, develop, and manage high performing team, ensuring alignment to Food Service department strategy and providing appropriate priorities, goals, processes, and resources; build talent pipeline

QUALIFICATIONS

Minimum requirements

- Diploma/ Degree in a marketing or any related disciplines.
- At least 5 years' experience marketing or communication industry.
- Strong interpersonal & communications skill (both verbal and written) in English and Bahasa Malaysia.

Additional requirements

- Sound knowledge of basic principles and concepts of marketing, brand and corporate communications.
- Good understanding of protocols and etiquette, media relations and business development.
- Good relationship with the media and understand the works in the media industry.
- Ability to prioritise, organize and co-ordinate with minimum supervision.

- Energetic and independent person with good organizational skill.
- Demonstrate leadership competencies such as teamwork, creative problem-solving, flexibility, results-driven, interpersonal skills, negotiation.