



< 招聘快訊 HOT JOBS >

CHALLENGING MARKETING JOBS FOR HKIM MEMBERS!!!

Title: Marketing Director

Department: Sanitary Products

Location: Shanghai

**Report to: Head of Sanitary
Products**

Key duties & responsibilities include:

1. Working with members of the global team, initiate business expansion plans for:
 - o Sanitary Products
2. Monitor marketing activities.
3. Ensure proper processes are in place to facilitate quality marketing activities.
4. Lead department of consumer insight.
5. Monitor advertising agencies and other service providers.

Key Results Area:

1. Formulate annual budget process to meet EBITDA, topline, and long-term growth objectives.
2. Attend all BR and ROB meetings of all BUs; ensure sharing of best practices and resources among markets.
3. Lead consumer research projects and provide quality consumer insights to guide new product development & consumer communication action plans.
4. Lead advertising & major PR programs to build brand values.
5. Develop underlying marketing programs and translate it across all brands, e.g. the dispenser systems in bathrooms.

6. Ensure quality agent services-ads, media buying, etc.
7. Ensure cross learning in marketing initiatives. (In all markets)

Requirements:

Experiences: 8 years in marketing, 3 years in management (AT least)

Must have experience in sanitary products/napkins and preferably diapers.

Contact:

Veon Ng

Email: veonnghk@hotmail.com

Mobile: 86 - 138 1612 0621

Hong Kong Institute of Marketing 香港市務學會
11/F Iuki Tower, 5 O'Brien Road, Wanchai, Hong Kong
香港灣仔柯布連道 5 號耀基商業大廈 11 樓
Tel: 2881-6682
Fax: 2881-6057
Website: www.hkim.org.hk

c2007 Hong Kong Institute of Marketing. All rights reserved