

General Manager, Sales and Marketing

- Based in Hong Kong

- Competitive Base Salary + Performance Bonus + Benefits

ERLMS Limited is a professional management consulting firm specialising in providing Organisational & Human Resource Management Consulting, IT System Development & Solution and Executive Search services to companies worldwide.

Our client, a leading marketing and distribution company carrying well-known brands of video games' and TV games' products, is seeking a General Manager, Sales and Marketing to support the rapid growth of its business. The successful candidate will ultimately be responsible for all Sales and Marketing activities in Hong Kong.

Reporting to the Marketing Director and with the support of a team of about 30 Sales and Marketing professionals, your functional role includes:

- Overall management of the Sales and Marketing function and team.
- Develop and implement sales and marketing strategies, plans and tactics to help maximise the effectiveness of sales and marketing programmes for all products and services to ensure consistent overall branding of products and services to meet company's image.
- Lead a team of sales and marketing professionals in the planning, development and implementation of sales and marketing strategies, plans and activities to ensure effective and quality outputs and that overall plans and activities support business growth and objectives.
- Build and maintain brand awareness to support business development plans.
- Work with internal parties to plan, create and implement strategies, tactics, activities and materials to convey the most effective marketing messages to targeted and segmented markets.

PRIMARY RESPONSIBILITIES

1. Sales and Marketing Management

- Identify, develop and implement effective and reliable sales and marketing strategies, policies and operational systems and processes to support all sales and marketing activities to meet growing business needs.
- Analyse and evaluate performance of business initiatives and prepare quantitative analysis reports and recommendations to management for decision making processes.
- Identify, understand and evaluate customers' needs, and recommend product and service enhancements to improve customer satisfaction levels and sales potentials.
- Build and maintain brand awareness and undertake plans of actions through targeted activities to increase consumer awareness of products and services to support business development plans in Hong Kong.

2. Customer Relationship Management

- Initiate, lead and implement marketing projects and systems to ensure a strong customer relationship management function is established.
- Lead and provide advice and solutions to front line sales force to meet customers' needs and requests.

3. Sales Administration

- Enhance the sales administration system to ensure smooth operation of system functions such as invoicing, delivery, AR collection etc.

4. New Product Development

- Keep abreast of industry changes and market demands for products and services.
- Provide feedback to the management and the New Product Development team on industry development and market demand for specific products and services.
- Work in conjunction with the New Product Development Team on new product and service launching.

5. People Management

- Lead, manage and motivate a team of 20 to 30 sales and marketing professionals towards teamwork and common goals for business success.

KEY SKILL AND ATTRIBUTE REQUIREMENTS FROM THE INDIVIDUAL

- Good understanding of the complexities of people management and the ability to cope with ambiguities and uncertainties.
- A detail and result oriented individual who enjoys working with real entrepreneurs in a fast moving industry.
- A strategic thinker with strong interpersonal and convincing skills to getting top management buy-ins.
- A mature, good team player with strong leadership and selling skills.
- Aggressive, must be able to work under pressure and with high flexibility to meeting tight deadlines.
- Excellent written and spoken Cantonese, English and Mandarin.

EXPERIENCE AND QUALIFICATION

- Degree holder in Marketing, Business Administration or related discipline.
- Minimum of 10 years of relevant experience.
- Working experience in retail and/or distribution industry preferred.

Our client would like to have someone on board as soon as possible. Interested candidates, please send in your

application immediately.

To apply, please email your resume with a covering letter explaining your suitability for the position to ERLMS Limited on executivesearch@erlms.com. Please also indicate your current and expected salary packages.



All information collected is solely for recruitment purpose and will be treated in the strictest confidence.