

General Manager, Sales and Marketing, China

- Local Mainland Chinese - Shenzhen Citizen/Resident preferred
- Position based in Guangzhou, China

- 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 game products and accessories, is seeking a General Manager, Sales and Marketing to help spearhead and build its OEM and accessory business in China. The successful candidate will ultimately be the first employee of the company in China with responsible for the overall business, operational and people management activities of its Guangzhou Office and be responsible for all sales and marketing activities across China.

Reporting to the senior management based in Hong Kong and with strong support from sales and marketing and business development professionals from Hong Kong, your functional role includes:

- Spearhead the company business and activities across China.
- Recruit and build strong administration and sales and marketing teams for the Guangzhou office, with ultimate responsibility to building strong teams in different cities in China.
- With the support of the Hong Kong office, responsibility for building and developing the business and operations in China and for acquiring customers in China to meet company business objectives and sales targets.
- Work in conjunction with the Hong Kong sales and marketing, and business development teams to 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.
- Work with external Design House, Factories, Suppliers and the Company's Product Development Team to assist in sourcing and deploying new game accessories and to oversee and monitor manufacturing activities in China.

PRIMARY RESPONSIBILITIES

1. Sales and Marketing Management

- 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 China.
- 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.
- Recruit and 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.
- Work closely with Sales and Marketing team from Hong Kong to 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 business needs in China.
- Work in conjunction with the Research and Development team to identify, understand and evaluate customers' needs, and to recommend product and service enhancements to improve customer satisfaction levels and sales potentials.

2. Customer Relationship Management

- Develop, build and maintain continuous and strong customer base and customer relationships.
- Lead and provide advice and solutions to management and sales force to meet customers' needs and requests.

3. People and Operational Management

- Build strong administration teams and operational systems and processes to ensure smooth operation of different functions for the company in China.
- Overall recruitment and supervision of staff in the Guangzhou office and eventually staff across China.
- Lead, manage and motivate sales and operational staff towards teamwork and common goals for business success.

4. Management Reporting

- Regular analysis and reporting of business activities and results to senior management, including once a week travel to Hong Kong to meet with senior management for business reporting and planning purposes.
- Analyse and evaluate performance of business initiatives and prepare quantitative analysis reports and recommendations to management for decision making processes.
- Keep abreast of industry changes and China market demands for products and services and provide feedback to senior management on industry development and market demand for specific products and services.

KEY SKILL AND ATTRIBUTE REQUIREMENTS FROM THE INDIVIDUAL

- A detail and result oriented individual who enjoys working with real entrepreneurs in a fast moving industry.
- A mature and business minded person with strong selling, customer relationship management and leadership skills.
- A strategic thinker with strong interpersonal and convincing skills to getting top management buy-ins.
- Aggressive, must be able to work under pressure and with high flexibility to meeting tight deadlines.
- Good written and spoken Mandarin; good English and Cantonese a plus.

EXPERIENCE AND QUALIFICATION

- Degree holder in Marketing, Business Administration or related discipline.
- Minimum of 10 years of relevant experience.

- Working experience in Video and PC game, retail and/or distribution industry highly preferred.

Our client would like to have someone on board as soon as possible. Interested candidates who are looking for real potential for growth within a profitable and expanding company are encouraged to send in their application immediately.

To apply for the position, please email your Resume in Chinese and English (Resume in both languages is required) to ERLMS Limited on executivesearch@erlms.com. Please also include your current and expected annual salary packages (a MUST) in your Resume.



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