

Marketing and Communication Manager, Hong Kong Household Products

- Based in Hong Kong

- Salary and Benefits Package: Negotiable

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, an international household product company with strong presence within the Asia-Pacific region and across many countries in the world, is seeking a Marketing and Communication Manager for its operation in Hong Kong.

Reporting to the Sales and Marketing Director, North Asia and with the support of a team of marketing professionals, your primary responsibilities include:

- Assist the Sales and Marketing Director, North Asia in:
 - Leading and managing the marketing team and all marketing and communication related activities.
 - Developing and managing communication strategies that differentiate the Company from the competitors.
 - Defining, developing and implementing sound marketing and communication strategies, plans and activities to increase the company product awareness across Hong Kong and to meet company's business objectives.
 - Building and maintaining brand awareness and undertaking plans of actions through targeted activities to increase customer awareness of the values of products to support business development plans and needs.
 - Managing advertising agencies on all communication programmes including providing direction and evaluation of advertising agencies and their performance to ensure excellent quality of work are produced and that guidelines, time schedules and budgets are followed and met.
- Responsible for maximising the effectiveness of marketing programmes for assigned category of products to ensure consistent overall branding of products to meet company's image.
- Lead a team of marketing professionals in the planning, development and/or implementation of communication programmes to ensure quality outputs and that overall marketing and communication plans support business objectives.
- Work with internal parties to plan, create and implement strategies, tactics, activities and materials to convey the most valuable marketing messages to targeted and segmented markets.
- Work closely with sales teams to understand customers' requirements of products and product display requirements and to assist sales team in increasing product knowledge of customers.
- Oversee all marketing and communication programmes and campaigns for assigned products from start to finish.

KEY SKILL AND ATTRIBUTE REQUIREMENTS FROM THE INDIVIDUAL

- Hands-on experience in effective supervision of teams, external advertising agencies and vendors to deliver sound communication and promotional programmes and campaigns
- A strategic thinker with creativity, good business acumen and excellent interpersonal and presentation skills
- A hands-on and result oriented person
- Good supervisory skills and a team player within a multicultural organisation
- High proficiency of both spoken and written English and Cantonese

WORK EXPERIENCE AND QUALIFICATION

- University Degree in Communications, Marketing or equivalent degree
- At least 6 years relevant marketing and communication experience in sizable companies

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.

ERLMS Limited
Management Consulting & Services

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