



Job Title: Marketing & Communications Manager
JOB LOCATION: Store Support Centre, Kuala Lumpur

Summary of Main Duties and Responsibilities:

To support the GM Marketing in the creation and implementation of the country Marketing plan across all functions and to manage the respective inter-specialization team from communications, A&P, administrative to social media.

Represent the company appropriately to all external sources.

Work to agreed corporate guidelines and ensure these are adhered to across the company.

Marketing Communications

- Manage and oversee all marketing communications for the company and activities within the marketing department.
- Develop, manage and oversee all brand activities such as proprietary and house brands for the company.
- Manage CRM initiatives such as loyalty card.
- Develop, improve, streamline and implement SOP's as well as BOF's for department processes.
- Drive the development and execution of Fiscal Year marketing plans, in alignment to pre-determined company imperatives.
- Monitoring the department marketing budget and expenditure as per pre-determined.
- Creation and publication of all marketing material in line with marketing plans.
- Manage the Go-To-Market planning, campaigns and events, communicating key brand and sales initiatives, and guiding the eventual market activations.
- Overall responsibility for brand management and corporate identity
- Preparing and executing ATL and BTL strategies as per marketing activities
- Ensure the implementation of the local brand architecture across all business areas.
- Analysing potential strategic partner relationships for company marketing.
- Work closely with cross-functional teams to ensure Merchandize and Operations objectives are comprehensively supported by the seasonal retail marketing plans.
- Manage all creative assets and guidelines/toolkits generated for market activation.
- Provide creative thought leadership around the creation and rollout of seasonal marketing and communications plans.
- Identify nationwide brand opportunities around Retail, Events, and Digital campaigns to amplify brand heat in the overall marketplace.



External and Internal communications

- Maintain effective external and internal communications to ensure that all relevant company functions are kept informed of marketing objectives and to attend all inter-company meetings and provide a timely report.
- Develop a PR plan as well as cultivate productive relationships with media owners
- Develop and manage a complaints / feedback management system
- Conceptualize and execute an annual CSR plan

Reporting and Evaluation

- Monitor and report on effectiveness of marketing communications initiatives by defining and implementing KPI metrics to collect accurate qualitative and quantitative ROI.
- Ensure all department activities are implemented on time and to budget, preparing timelines and keeping records for budgetary control.

Behaviours

- Highly organised and effective at prioritising
- Excellent interpersonal and communication skills
- Able to deliver high volumes of work to a high standard and in a professional manner
- Approachable and professional disposition
- Able to deliver quality work to tight deadlines
- Meticulous and attention to detail
- Flexible and adaptable
- Able to work under own initiative and take personal ownership for delivery
- Conscientious and diligent
- A team-player
- Creative and resourceful



Mandatories

- Willingness to travel
- Able to work late hours and weekends if required
- Deep understanding of marketing, brand strategy, CRM and communications.
- Proven experience delivering effective and innovative marketing campaigns
- Understanding and proven application of managerial concepts and techniques in areas such as work planning, project management, delegating, coaching, mentoring & evaluating.
- Degree holder – preferably foreign university
- At least 3 years marketing experience preferably in retail or FMCG
- Excellent writing skills and fluency in English and BM

Desirable

- Any other languages – preferably Mandarin
- Competent use of PowerPoint, Excel and Photoshop

Other

Be prepared to work as part of a team and assist to carry out other duties during periods of high workload, illness, holidays and emergencies.

This is an outline Job Description and employees are expected to undertake other duties as directed.