

Marketing Specialist

Company

Our client is the leader in Europe's natural fruit preparation industry , committed to its core-business: Processing Premium Fruit and to its core-value "Quality" as ever. With a yearly production for more than 300.000 tons , they are now operating 29 factories worldwide including one in China and had an extraordinary growth in the last four decades with four main product categories including: Processed Fruits, Dairy Products, Frozen Desserts and Confectionery Product.

Responsibilities

- Responsible for retail products marketing plan, execution and follow-up, and new products launch, report to RT channel Marketing Manager.
- Work with marketing manager and retail team to design on-line promotions and manage e-commerce platform based on the budget.
- Work with national marketing manager and retail team to design marketing support and promotion plan for retail channel, based on consumer/shopper insight and brand/channel strategy.
- Initiate retail SKU innovation and renovation; work with relevant departments for product recipe and packaging update.
- Marketing data collection and management based on the sales performance.
- Prepare product launch plan and marketing support for new SKU listing, including communication documents, POP and promotion mechanism.
- Manage supplier to deliver results on time and issue payment when necessary.
- Other assigned work.

Requirements

- Minimum 2-year FMCG marketing/ trade marketing experiences in FMCG field with basic knowledge and insight of modern trade channel. And the E-commerce working experience is required.
- College education level or above, fluent in oral and writing English. Familiar with Office software operation.
- Good communication skills and execution capability. Quick learner and good team player with strong sense of responsibility
- Good understanding and sense of the trends of new technologies, new media, new apps etc. in digital field.
- Can work under pressure and limited timing, with strong initiative and positive thinking
- Can travel.

Please send your resumes to :

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