

# VACANCY NOTICE

REF: C22122022

<b>POSITION</b>	<b>HEAD OF MARKETING</b>
<b>LOCATION</b>	<b>TAMAN TUN DR ISMAIL</b>
<b>INDUSTRY</b>	<b>FOOD &amp; BEVERAGE</b>
<b>TYPE</b>	<b>FULL-TIME</b>

## JOB SUMMARY

The Head of Marketing is a role with numerous senior responsibilities, managing lots of moving parts and requiring extensive sector and legal knowledge, especially in General Data Protection Regulations.

The job responsibilities include:

1. Building awareness and positioning the company's brand.
  - Creating marketing strategy and developing the company's brand presence.
2. In charge and leading the company's marketing efforts.
  - Crafting strategies for all Marketing teams, including Digital, Advertising, Communications and Creative.
3. Preparing and managing monthly, quarterly and annual budgets for the Marketing department. Setting, monitoring and reporting on team goals.
4. Conceive and develop efficient and intuitive marketing strategies. Organize and oversee advertising/ communication campaigns (social media, TV etc), exhibitions and promotional events. Conduct market research and analysis to evaluate trends, brand awareness and competition ventures.
5. Researching and analysing market trends and competitors. Overseeing marketing campaigns, tracking effectiveness of marketing campaigns and reporting findings to the executive team.

## DUTIES AND RESPONSIBILITIES

- Working with operations & restaurants to develop marketing strategies to maximize profits and market share while balancing customer satisfaction through products, price, promotion, place and people.
- Understanding and developing budgets and finance, including expenditures, research and development appropriations, return-on-investment and profit-loss projections.
- Build brand awareness through various media such as Facebook, Instagram, TikTok, etc, organizing company conference, trade shows and major events that will increase brand awareness.
- Plan, develop and manage sales and advertising campaigns.

# VACANCY NOTICE

---

- Researching and analysing market trends and competitors. Oversee marketing campaigns. Tracking effectiveness of marketing campaigns and reporting the findings to the executive team
- Identify potential markets and test them extensively for profitability.
- Design and oversee ad layouts and content. Ensuring all ads match and maintain the company's brand and images.
- Support product development with marketing data and information, ability to analyse marketing data and information.

## JOB REQUIREMENTS

- To be considered for this position, you will need tertiary education with degree in any discipline, preferable targeted to Marketing, or Business and communications or similar area of expertise.
- Five (5) years or more of related work experience with progressive senior management leadership responsibilities.
- Proven experience in running a marketing team and marketing campaigns.

### Professional Competencies:

1. Results oriented – persists in the face of obstacles to set, meet/ exceed challenging goals/ targets and to improve on performance.
2. Customer and service oriented – ability to anticipate changing needs of stakeholders.
3. Problem solving and decision making – identify, analyse and weigh the relevance and accuracy of data and information.
4. Planning and organizing – must be effective, organised, ability to prioritise, and engage well to achieve goals.
5. Excellent in relationship building and networking with both external and internal stakeholders.
6. Managing and developing people – foster long term learning and professional development.
7. Good time management.
8. Strong leadership expertise – sets direction for the department with long term interest of the company, ability to inspire and serve others to meet strategic objective.
9. Communicating effectively and influences others with intention to persuade, convince, inspire, and instill confidence in customers.

### Behavioural competencies for the job:

1. Courteous
2. Dynamic
3. Transparent and open

# VACANCY NOTICE

4. Good working attitude
5. Passion
6. Good team player
7. Lateral thinker
8. Articulate and meticulous
9. Finally, sincere and humble
10. Independent and resourceful