



Product Executive

Marco Heritage (M) Sdn Bhd

JOB DESCRIPTION

Responsibilities:

- Assist in the development and implementation of consumer promotion campaign & interaction, ATL/ BTL program to drive consistent brand building and increase brand sales.
- Assist in the achievement of the marketing objectives through execution and monitoring.
- Keep track of the development of all communication material i.e. advertising, POSM, promotion.
- Assist in planning and monitoring the stock ordering, stock provision and stock ageing at healthy level.
- Coordinate in compilation of competitors' information on pricing, promotional activities, product launches, sales performance and make recommendations where necessary.
- Maintain strong rapport with principles, dealers, agencies and inter department to ensure smooth implementations and achievement of action plans.

Requirements:

- Diploma / Degree in Marketing, Business Studies/ Management or related discipline.
- Working experience in the related field an added advantage however fresh graduate will be considered.
- Experience preferably specializing in product/ brand management for Digital Camera or Consumer Products.
- Good product management knowledge with strong vendor relationship.
- Possess creative marketing talent, good communication, interpersonal and presentation skills.
- Result oriented, resourceful and self-motivated.
- Good communication skills, both written and verbal in English, Bahasa Malaysia and Mandarin will be an added advantage.