

## **Assistant Marketing Manager / Marketing Manager (Children Merchandise & Toys)**

**Assistant Marketing Manager / Marketing Manager is responsible for developing and implementing business plans for Children Merchandise & Toys, through an end-to-end marketing process of prospecting, qualifying, sales presentation, negotiating, proposals and contracting, through to implementation.**

### **Job Descriptions:**

- Formulate strategies and promote Pelangi products into children markets.
- Drive new business growth in all facets of the business in line with the sales target/budgets.
- Create portfolio of merchandise and toy products suitable for children markets according to consumer demands, enhance product value proposition and ecosystem of the children markets.
- Responsible for planning and developing business and marketing plans and follow through on execution of program to ensure executions excellence (supported with relevant SOPs and tracking) according to stipulated timeline
- Strategize, plan and execute brand initiatives/ activities to enhance brand positioning and ensure the brand objectives are met.
- Manage the brand promotion budget, product pricing and profitability effectively.
- Responsible for monitoring children product inventories and ensure effective marketing plans are in place for selling the inventories.
- Conducts periodic market trend analysis and business reviews by trade channels and plan necessary steps to drive the sell-in and sell-out.
- Keeping abreast with consumer's shopper behavior, marketplace trends, market research, trade dynamics, business drivers and competitor's strategy.

### **Job Requirements:**

- Candidate must possess at least Degree Holder in Marketing/ Business Admin or other related course.
- At least 3-5 Year(s) of working experience in the related field
- Added advantage for candidates with prior experience in content marketing, animation character marketing, or related field
- Added advantage for candidates with prior management experience in Product Marketing, Business Development, Brand Management or equivalent.
- Proven background of creating effective marketing programs
- Good communication skills with experience in working with different teams or departments
- Excellent time management and project prioritization skills
- Good knowledge of spoken and written English
- Second languages preferred: Mandarin, Bahasa Malaysia
- Contract position(s) available.

**Required document:**

Interested candidates are requested to write in with:

- Updated resume stating qualifications, work experience, current and expected salary with a recent passport-sized photography;
- Transcripts from SPM to current level;
- NRIC photocopy;
- Latest 3 months payslip.