

Marketing Manager

Location: Hongkong

Sector: Food & Beverage

Starting date: ASAP

Job Reference: CDS-2024-039

ABOUT THE COMPANY

Our client, a leading distributor of bakery and pastry products in Greater China since 2008, serves hotels, restaurants, coffee shops, retailers, and airline caterers. They also meet the demands of both retailers and private customers with an extensive range of bakery and pastry items.

MISSION

We are seeking a skilled and experienced Marketing Manager to drive our digital marketing initiatives, oversee product marketing efforts, manage trade marketing activities, coordinate events, and ensure a positive return on investment (ROI) and Lead Generation across Greater China. This role requires leadership skills to manage a marketing executive while focusing on enhancing customer engagement and optimizing campaign performance.

RESPONSIBILITIES

- Develop and execute comprehensive digital marketing campaigns across various channels to effectively engage target audiences and drive customer acquisition.
- Analyze marketing data and metrics to identify trends, insights, and opportunities for campaign optimization and improved lead conversion.
- Implement strategic product marketing initiatives to increase brand awareness, adoption, and sales.
- Manage the product portfolio, by analysing product performance, partnering with suppliers and looking into new product trends & opportunities
- Manage trade marketing plans to support sales objectives, strengthen partnerships, and foster lead generation opportunities.
- Plan and execute impactful marketing events, leveraging them as platforms for lead nurturing and customer interaction.

REQUIREMENTS

- Bachelor's degree in Marketing, Business Administration, or a related field.
- Proven experience in digital marketing, product marketing, trade marketing, and event management.
- Strong analytical skills with the ability to derive insights and optimize campaign performance, including lead generation efforts.

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- Excellent communication, leadership, and team management abilities.
- Pro-active mindset and ability to work autonomously on different projects with competing deadline.
- Language: English.

APPLICATION

Please send your resume and your motivation letter to:

sc-recruitment@ccifc.org

Mail subject: Your name | Job title - location [Job reference]

Ex. Your name | Marketing Manager - Hongkong [CDS-2024-039]

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