# POSITION SPECIFICATION

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| **Position** | Retail Marketing Specialist |
| **Company** | DFI Retail Group |
| **Location** | Hong Kong |
| **Reporting Relationship** | Retail Marketing Senior Manager |
| **Website** | <http://www.dairyfarmgroup.com> |

# COMPANY BACKGROUND / CULTURE

**DFI Retail Group is a leading pan-Asian retailer operating many well-known brands** across different formats – supermarkets, minimarkets and hypermarkets, convenience stores, health and beauty, home furnishings and restaurants. At 31st December 2020, the Group and its associates and joint ventures operated over 10,000 outlets and employed some 220,000 team members. The Group had total annual sales in 2020 exceeding US$28 billion. The Group provides quality and value to Asian consumers by offering leading brands, a compelling retail experience and great service; all delivered through a strong store network supported by efficient supply chains.

The company is currently being led by Ian McLeod, who was named Group Chief Executive in September 2017. The company is on a multiyear innovation and transformation journey with significant investments in the store fleet and company leadership to surpass our competition and to further strengthen our multi brand positioning throughout Asia.

**OUR RESPONSIBILITY**

**We offer the chance to be a part of history** to participate in the transformation of DFI Retail Group

* Competitive salary and benefits.
* The chance to join a diverse group of leaders from all over the world who are passionate, collaborative, and bring the knowledge of the multiple companies to DFI Retail Group.
* The opportunity for career growth not just within the diverse and multiple industries within DFI Retail Group, but across the Jardine Matheson group.
* Discounts to our diverse brands for your everyday and special occasion needs in grocery and health and beauty.
* You get to play hard, have fun at work and participate in our culture of helping those around you
* The ability to be a part of and make a difference in the lives of millions of people bringing great fresh food and health & beauty solutions to North Asia.

**OUR MISSION**

To give our customers across Asia a store they TRUST, delivering QUALITY, SEVIRCE and VALUE.

**DFI Values:**

* We put our customers first… always
* We respect each other
* We do the right thing
* We care passionately

**YOUR RESPONSIBILITIES IN THIS ROLE**

**Integrated Marketing Planning**

* Understands all dimensions of the marketing calendar and of the various promotions and events in the plan, including their objectives, their execution process and associated milestones
* Follows the calendar execution and proactively interacts with cross-functional teams to secure on-time milestones execution

**Marketing Channel Management**

* Understands the characteristics of different marketing, media channels, communication strategy, methods and tools used to communicate and promote products and offers across different channels
* Evaluates the relative efficiency of various marketing channels to build the strong equities for our banners

**Promotion Management**

* Understands promotions objectives, techniques and execution guidelines, and follows the planning and execution activity
* Adequately uses various tools and techniques to promote products and deliver successful promotions to the target customers
* Analyses and interprets promotion results through a set of KPIs including market share, incremental sales to strengthen customer loyalty programs

**PROFESSIONAL QUALIFICATIONS**

* Bachelor’s degree in marketing/ Business Administration or related disciplines
* Prefer to have hands-on promotion and advertising experience, preferably in retail marketing
* Experience in campaign and event coordination with digital/social media marketing exposure is a plus
* Strong in stakeholder management, self-motivated with excellent communication and interpersonal skills
* Creative, adaptable, high learning agility
* Well-organized, enjoy working in fast-paced organization
* Good command of both written and spoken English and Chinese
* Experienced in FMCG or retail industry is an absolute advantage, fresh graduate will also be considered

**Our Brands:**

