POSITION SPECIFICATION

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| **Position** | Own Brand Marketing Manager |
| **Company** | DFI Retail Group |
| **Location** | Hong Kong |
| **Reporting Relationship** |  |
| **Website** | <http://www.dfiretailgroup.com>  |

**THE ROLE:**

* **The role is a Group Health & Beauty function in Own Brand Marketing with geographical scope to support Hong Kong and SEA markets.**
* **Responsible for Group Own Brand Marketing, Brand Management and Brand Governance of assigned Own Brands and Power Brands to build brand consistency and drive synergy across the markets that we operate.**
* **Lead and own Brand Development and Brand Marketing projects for existing and new brands including strategy development, brand guidelines, brand and product tool kits, central assets to equip local banners on its successful execution and adaptation.**
* **Create Central Assets including Creatives, Campaign Launches, Digital Marketing, POSM, Product Pack Shot Library that are fit and relevant to the local markets’ needs.**
* **Accountable for budget management, resource planning, budget control and monitoring to maximise brand plans and return on investments.**
* **Drive engagement, collaboration, and synergy to work with local Marketing and cross-functional teams across the region on best practice sharing, co-creation of regional marketing calendar, local brand and marketing calendar, launch activation, and marketing support.**
* **Deliver unified Own Brand Health & Beauty communications platform for best practice sharing, marketing campaigns, regional newsletter.**
* Proactively puts customers-first and ability to translate customer insights into actions on marketing priorities and projects.

**THE PERSON:**

* Bachelor’s degree in Marketing/ Business Administration or related disciplines.
* Minimum 8 years of marketing experience especially in FMCG or retail industries are highly preferred.
* Strong in stakeholder management, result driven and enjoy working in fast paced organization.
* An open-minded self-starter with abilities to handle multiple projects under tight schedule.
* Creative, adaptable, high learning agility, self- motivated.
* Experience in Digital Marketing will be an added advantage.
* Experience in working with marketing agencies including creative and media buying agencies.
* Fluency in written and spoken English is a must.