

Marketing Manager

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Company: TalentViet

Location: Vietnam

Category: other-general

Job Description :

Report to: Managing Director/ Acting Managing Director•To be responsible for developing and maintaining marketing strategies to meet agreed company objectives including accurate product pricing policies. •To evaluate customer research, market conditions, competitor data and implement marketing plan alterations as needed •To oversee all marketing, advertising and promotional activities •To oversee all marketing, advertising and promotional staff •Market intelligence from farmer level to C2 and C1 based on bottom up process. •Work activities : •Responsible for the marketing of company products and services to the right market and appropriate customers. •Develop short to mid and mid to long-term visions and strategies of the agrochemical products portfolio while leading the planning and execution of market and brand growth. •Maintaining the brand image of MPV as well as MPV's products in the market place •Managing dumping prices through timely market feedback and prompt actions as well as strategies. •Demonstrate technical marketing skills and company product knowledge •Develop an annual marketing plan in conjunction with the sales department. This should detail the year's activity to meet agreed company objectives •Budget management. To deliver all marketing activity within the agreed budget. •To direct marketing staff where budgets are involved •Controlling A&P budgets with F&A department in order not to incur A&P-related taxes •Management of stock inventory to maintain healthy levels of stocks •Create and manage import plans for products on an annual and seasonal basis. •To achieve frequent, timely and positive coverage across all available promotional platforms •To managing the entire product line life cycle from strategic planning to tactical

activities •To conduct market research in order to identify market requirements for current and future products and make recommendations to the board of management •To conduct market research in order to identify the CIF and end user price for all products in MPV's portfolio •Maintaining relevant and up to date levels of technical and practical in-depth knowledge and experience on MPV's products as well as competitor's products •To develop and implement a company-wide plan to conduct pull activities as a priority on products, working with all departments for execution •To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to customers, collaborate with others, solve problems creatively and demonstrate high integrity •Maintain professional internal and external relationships that meet company core values •Proactively establish and maintain effective teamwork relationships with all departments that support marketing/marketing has to support •Demonstrate leadership when working with subordinates and leading by example •Effective management of marketing executives to achieve desired work objective outcomes •Maintaining absolute confidentiality on all company related matters and discussing with the relevant persons for work purposes only Job Requirement : **Experience**5 - 6 years in Marketing management**Knowledge and education level** •Graduated in Marketing or Plant protection/ Agriculture/ Economy... •Working knowledge of Pesticide education market segments within an assigned sales regional**Skills** •Strong closing skills; - Proven oral, written, telephone and presentation skills. Strong interpersonal skills. •Supervisory or management experience, preferably of a sales staff. **Abilities** •Planning •Work independently •Risk management •Problems solving

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