



Heinemann
Asia Pacific

Trade Marketing Manager

Based at Hong Kong

About the Company

We are a European travel and retail company established in Singapore in 2010. Our group has over 130 years of experience in international Duty Free and Travel Retail, stretching from distribution over retail onto high-end logistics solutions. We operate over 230 stores at 125 airports in 47 countries. We have expanded our travel retail business in the Asia Pacific region and we are currently looking for a Trade Marketing Manager to support our upcoming retail business in Hong Kong.

The role will be reporting to the Retail Operations Manager.

The successful candidate is expected to

- Coordinate the production of advertising campaigns involving specialized artwork, copywriting and media placement within time and budget constraints
- Support business growth and development through preparation and execution of marketing plans.
- Develop an activity planning tool and calendar i.e. campaign management schedule
- Monitor actively the use of Heinemann's Brand Guidelines
- Implement 2D and 3D brand elements, shop equipment and advertising materials
- Oversee the development of visual merchandising concepts
- Manage the point of sales materials including budget, logistics, distribution and assortment
- Collaborate with product managers and marketing team to build sales figures
- Collaborate with sales team to strengthen sales tools for presenting the brands more effectively
- Cooperate with the regional marketing team in planning and budgeting, production and implementation of in-store activities
- Collaborate with marketing intelligence resources to read and report results of marketing activities and provide recommendation and forecast
- Support local team in executing activities to achieve sales and budget objectives while ensuring the desired product benefits and brands' values are communicated
- Support the local team in executing training programs
- Gather local feedback by regularly visiting the retail sales team and customers
- Ensure efficient spending of allocated central budget

Profile

- Has a bachelor degree or higher qualification in Marketing or Communications
- Has at least 5 years of relevant industry experience
- Has strong interpersonal skills
- Is an excellent communicator both oral and written, including presentation to the Management team
- Is capable of building strategic, multi-level, complex and team work relationships
- Is capable in dealing with complexity in a multinational environment
- Has strong understanding of marketing as profit-center and not a cost-center
- Is confident and creative in approaching challenging situations
- Has good MS Office skills