



Super Group Ltd

The Super Group, founded in 1987, has grown from a local company into a leading diversified manufacturer of instant beverages & convenient food products that are marketed and distributed globally. Super is also the only company in Singapore and region with its own manufacturing facilities for instant coffee, instant cereals, instant tea and non-dairy creamer. Super is one of the leading players in the instant food and beverage industry in Southeast Asia with a portfolio of over 150 instant beverages and food products, distributing products to more than 50 countries. The Company's strength in product innovation, quality control & market expansion has created a foundation for continued success into the future.

Corporate Website: <http://www.supergroupltd.com>
Consumers Website: <http://www.happyhappens.com>
Email Address: hr@supergroupltd.com

Marketing Manager

Responsibilities:

- Responsible for planning, managing and developing marketing plans, strategies and campaigns to achieve company's objectives
- Identify and champion new product opportunities and promotional programs to ensure effective execution of the brand objectives
- Ensure consistency in the delivery of brand promise, strengthen brand awareness and improve current brand representation
- Plan and execute product launches, trade shows and events and manage overall marketing activities including advertising, promotion and public relations
- Analyze market and competitor trends and implement changes in marketing plan as required
- Support market business plans to ensure achievement of sales and profit objectives
- Effectively manage budget and evaluate expenditure, ROI, marketing research, and achievement of local KPI's
- Maintain the relationship with customers and improve customer satisfaction

Requirements:

- Degree in Marketing/ Marketing Communications or equivalent from an accredited institution
- At least 5 years of working experience in marketing, with substantial marketing exposure in FMCG or Food/ Beverage Industry
- Excellent verbal and written communication skills
- Good supervisory, planning and execution skills
- Effective team management and development
- Self-motivated, resourceful and with high level of initiative
- Ability to develop in-depth knowledge about products and markets
- Possess high analytical skills to examine local market situation
- Able to work independently

Interested and qualified candidate may apply by sending an updated resume in MS Word format with a recent photograph to hr@supergroupltd.com, indicating the position & reference number "CCP/MM-290617" in the email subject.

PLEASE STATE:

- Past & Present experience
- Reasons for Leaving (Past & Present Employment)
- Current and all last drawn salaries
- Expected Salary
- Date of Availability
- Contact number

(Only shortlisted candidates will be notified)