

Marketing Executive (Market Insights & Analytics Focus)

Company: GroupG Asia Pacific Pte Ltd.
Department: Innovation Hub
Location: Ho Chi Minh City
Report to: Innovation (cum MKT) Manager

Incorporated in Singapore, GroupG Asia Pacific – A Group of Companies aims to deliver concepts, ideas, and complete solutions tailored to customers in the food, pharmaceutical, and cosmetic industry. We are looking for our next Market Executive to become part of a young-passionate-innovative team.

Being a part of GroupG's Innovation Hub, this position will join the team in researching and developing creative, complete, and tailor-made solutions for our customers, thus contributing to the sustainable growth of GroupG. Working in close collaboration with the Sales team, this person is responsible for market research initiatives including product research, consumers insights, market trends, and innovation practices within the Food specialty ingredients and Fragrances industry. Other duties may include preparing the project reports, marketing materials, and marketing activities to engage with our customers.

About you

To be successful in this role, you must be a self-starter who possesses strong problem-solving and analytical skills, be able to crunch data from different sources, and “translate” them into good insights for GroupG's solutions development and other business opportunities. Besides the Innovation Hub, the position should interact with people from other teams (i.e. Sales, Supply Chain) and also GroupG's partners to understand the whole value chain and exchange knowledge. Last but not least, you are motivated by working on innovative projects that bring high-quality ingredients from our top suppliers to develop meaningful products for the end markets.

Key Responsibilities

- Research new sources of trend information and analyze new product launch information to understand consumer preferences and behaviors in different product categories
- Join customer projects and innovation projects in researching and ideation phases
- Define and build inspirational and impactful presentations/proposals and inspirational events to deliver our solutions to customers

- Work with Graphic designer to develop and publish marketing materials for GroupG's marketing channels

Qualifications

- Bachelor's Degree in Business/Marketing/Food Sciences/Chemicals or related fields
- 1-2 years' experience in Marketing or Market research position is preferred, otherwise proven competent at research and analysis
- Fluent in English (written and verbal)
- Advanced in PowerPoint and presentation skills
- Very good team player with a positive 'Can Do' attitude & collaborative mindset
- Industry-related experience is a plus

Benefits

- Excellent remuneration
- Salary: Negotiation
- Intensive training (both on-the-job and from international experts)
- Collaborative work culture
- Opportunity of role ownership to make your mark within a progressive environment
- Stable, well established and ethical business
- Ongoing social events and fun working atmosphere

Should you be interested in the position, please send your CV and application letter to hr@groupg.com.sg.

About GroupG Asia Pacific:

- Incorporated in Singapore, GroupG Asia Pacific - Group of Companies aims to deliver concepts, ideas, and complete solutions tailored to fit your processes and to serve your market.
- We have 20 years of experience in providing technology transfer and distributing food specialties, food ingredients and fragrances for manufacturers in Asia.
- Besides, GroupG provides export & OEM/ODM solutions to connect local manufacturers with worldwide partners to bring products to all over the world.