

# Job Description

## Position: Senior Marketing Executive

Established in 2003, GroupG Asia Pacific, headquartered in Singapore, is a group of companies committed to delivering comprehensive, sustainable, and cutting-edge specialty ingredient solutions across the food, cosmetic, pharmaceutical, feed & farm sectors. With over 20 years of industry experience, we are known as a reliable partner, collaborating with top manufacturers and providing consulting services worldwide and nationwide.

As we enter a new phase of growth and progress, our goal is to be ranked among the top 5 companies in Asia by 2030. In pursuit of this vision, we actively look for talented individuals to join our team. Together, we will lead our strategic initiatives, shaping the future trajectory of our company and establishing new benchmarks of excellence in our fields.

To find out more about GroupG Asia Pacific, please visit our website at <https://www.groupg.com.sg>. Join us as we pave the way for innovation and success in the years ahead!

### Responsibilities

#### 1. Marketing strategy & execution (50%)

- Marketing Strategies: Co-develop and execute comprehensive plans to elevate GroupG's brand awareness and market share across digital, print, and event channels.
- Digital Marketing: Mastermind our website, social media, email marketing, and SEO efforts to attract, engage, and retain customers.
- Showcase Innovation at Industry Events: Plan and coordinate GroupG's participation in industry events, exhibitions, and trade shows, showcasing our cutting-edge products and services.
- Measure & Optimize for Maximum Impact: Track and analyze marketing performance, including ROI, lead generation, and customer engagement, to constantly refine and improve campaigns.
- Build Strategic Relationships: Foster strong connections with key stakeholders like clients, suppliers, and industry partners to unlock new opportunities.

#### 2. Market & Product Insights (50%)

- Create Compelling Marketing Materials: Partner with internal teams to develop captivating marketing collateral, product presentations, and promotional sales kit that resonate with target audiences.
- Conduct in-depth market research and analysis to uncover industry trends, the competitive landscape, and exciting growth opportunities.

- Stay on top of the latest industry trends, best practices, and emerging technologies, ensuring GroupG remains at the forefront of marketing innovation.

### **Qualifications**

- Bachelor's degree in Marketing, Business Administration, or a related field. Advanced degree preferred.
- Minimum of 03 years of experience in marketing, preferably in the B2B or FMCG industry, with a focus on brand management, product marketing, or digital marketing.
- Proven track record of developing and executing marketing campaigns that drive customer engagement and revenue growth.
- Strong analytical skills and the ability to interpret data to make informed decisions and recommendations.
- Good at time management, communication, and presentation skills.
- Creative thinker with a passion for innovation and a strong attention to detail.
- Ability to work independently and collaboratively in a fast-paced, deadline-driven environment.
- Fluency in English and Vietnamese, both written and verbal, is required.

If you would like to apply for the job, send your resume and cover letter to [\*\*pnc@groupg.com.sg\*\*](mailto:pnc@groupg.com.sg)