

Senior Marketing Manager, China

Where we are now

- 15 brands of consumer food sold across the world, such as baby milk, cereal and jams
- Delighting consumers by conserving the goodness of nature has always been our mission for more than 130 years
- Our goal is to offer 200 million worldwide consumers superior products that shout 'natural' and 'just like home-made'
- A strong believe and vision to explore further in China market
- Offices across the globe with aspirational 4000 employees in 19 countries
- Striving to find the best practice in sustainability

We believe in

- Family style way of working
- Entrepreneurial, open and informal culture
- Creative, supportive and inspirational working environment
- Flat hierarchy and transparency
- Empowering people and developing a culture from doers to drivers



Why you will love us

- Endless development opportunities are all up to you
- Transparency of direction, vision and strategy of the company
- Multi-cultural environment
- Flexibility to work in your own pace and your own way
- Care for your development and your welfare
- 4000 International heroes to work together with, all share a passion for food
- Global exposure
- High Quality products to work with and Try... really it is part of the job!

The Adventure Ahead

As a Senior Marketing Manager, you will build brand strategies for Hero Baby, Semper and Beechnut and develop brand plans based on a deep understanding of consumer insights and market opportunities. You will be focusing on build brand awareness to drive for sales growth and market share of Hero in China. Additionally, you will have opportunity to potentially develop new brands from Hero group in China market



How you will contribute

Brand Strategy Development

- Develop the strategic annual brand plan based on a thorough analysis of the market and consumers, in order to achieve the overall sales volume, share and brand health short and long-term targets
- Based on a deep understanding of consumer insights and market opportunities, develop break-through marketing and communication strategies to sustainably build the brand
- Identify the key issues & opportunities through periodical tracking of the sales/profitability/brand performance, execution of the marketing activities and competitive activities
- Develop an in-depth understanding and be the go-to expert in any matter regarding China Baby Toddler Milk (BTM) & Baby Toddler Food (BTF) market (business environment in which the brand competes, including category segments, channels, with a major focus on e-commerce)

Brand Management

- Develop Brand Marketing Plans: Lead the plan development, execution, monitoring, review and ensure prompt delivery of aligned marketing calendar
- Manage marketing activations that operationalize brand strategy
- Develop Marketing Communications Content: manage the quality and efficiency of the Advertising Agency outputs in developing on-strategy and innovative communication ideas, content and execution
- Work closely with the e-commerce and with the regulatory functions in order to land the brand marketing content and activations on the proper media platforms, in order to maximize effectiveness. Secure 360 degrees compliance of all the brand communication contents

Cross Departmental Communication and Collaboration

- Demonstrate project ownership and establish a smooth, healthy and productive relationship with the BTM & BTF category teams, Group innovation, the brand owners of Hero Baby, Semper, Beechnut and Organix, Group legal counsel, and other functions
- Establish process and routines of seeking and rolling out internal and external best practices

Why we will love you

- More than 6 years marketing related working experience
- Passion for growth
- Project Management experience
- Solid understanding of Chinese market, experience in baby categories is a plus
- Good communication and coordination skill
- Analytical thinking
- Highly self-motivated, flexible and collaborative with an entrepreneurial mindset
- Oral and written fluency in English and Mandarin

Other information

Location: Shanghai

Reporting line: Commercial Director

Contact: For inquiries and to apply, please contact career@growhr.com. Mark your application with *Senior Marketing Manager*

Want your application to be prioritized?

Send in your CV and a video to our Official WeChat account or career@growhr.com, answering following questions in 2-3 minutes and receive feedback within 24 hours:

- Which qualities do you have that can be valuable for this role?
- Why are you interested in this job and/or company?
- Which challenges do you see in this role?

