



## **Agensi Pekerjaan Career & You Sdn Bhd**

Career & U is an established Executive Search Company with superior track record for our existing portfolio of clients. Our existing portfolio of clientele, comprising a large number of companies (both local and multinationals), several of whom have been with us for many years.

As an Executive Search Company registered with Malaysia Ministry of Human Resources, Career & U has been providing services to multinationals and local corporates on a nationwide and regional basis. Our Executive Search team was borne out of years of experience in the recruitment field and inspired by a genuine desire to constantly improve our level of service to a growing number of clients. We search and identify quality candidates according to our clients' criteria and place such candidates on a temporary, permanent and contract basis with our clients.

Our client is one of the major and leading fast moving consumer goods company in Malaysia. This multi national company is currently seeking candidates for the following position.

### **Senior Product Manager** (Selangor)

#### **Responsibilities:**

- Develop and implement plans to drive sales growth and profitability enhancement using selected marketing/merchandising contacts at specific events and campaigns.
- Collaborate with other team members to manage creative process and development with advertising agencies.
- Present insights and recommended strategy for key retail consumers based on consumer spending data, retail behaviour research and shopper analysis at the category and key customer level.
- Lead and design consumer segmentation while working closely Branding team and Consumer Marketing team.

#### **Requirements:**

- Degree holder in Marketing, Business Administration or any related discipline.

- Prior experience in FMCG environment will be an added advantage.
- Minimum five years of relevant working experience, preferably in brand marketing in local retail environment.
- Highly knowledgeable in retail marketing, retail research, retail trade marketing and retail sales.
- Proven operational results in managing consumer marketing plans and consumer retail behaviour insights.