

Détail de l'offre : MARKETING MANAGER

Partenaire	Indo French Chamber of Commerce & Industry
Référence	19D1573538953
Titre	MARKETING MANAGER
Description du poste	<p>Analyzing market trends and innovations for recommending & implementing marketing resources to develop the sales, with innovative product solution concept dedicated to a specific sale channel or QSR category, in India or for the APAC region.</p> <ul style="list-style-type: none"> □ Studying the direct and peripheral market environments, direct and indirect competition, distribution and consumer. Panel analysis (Nielsen, Euromonitor) and preparation of sales aids and tools based on them. □ Drawing up the annual marketing plan and implementing actions in a coordinated way. □ Identifying customer's strategy and how they operate. □ Recommending and implementing the marketing strategy within the budget/LTP framework: Developing the product solutions as part of the Business Model. □ Propose specific product solution concept through regular idealization meeting for each KA or client category (pizza or burger chains, Horeca). □ Translation of the marketing speech into a sales pitch for the sales managers or KA. □ Ensuring maximum consumer satisfaction, bringing attention to quality and product use at customer level. □ Recommending means/resources and service providers, and coordinate their works.
Type de contrat	Emploi
Description de la société	<p>French company managing a unique portfolio of international food and dairy brands. (Product scope is: Imported range as well locally produced food products, with a primary target to Horeca).</p>
Localisation	Noida
Pays	Inde
Profil recherché	<ul style="list-style-type: none"> □ Education: Diploma of Higher Education specialized in Marketing, Business or Master's courses Business School. □ Experience: Sales and Marketing: 5 to 8 years –(Head of Regional Sales - Brand Manager) □ Language: Excellent communication skills in English.
Expérience	Expérimenté (3-10 ans)