

Group Marketing Director

- **Market Leader In Asia**
- **On The Verge Of Massive Expansion With Great Exposure**
- **Attractive Package With Unlimited Opportunity**

Our client is an Asia Pac focus company also known as the market leader in F & B Industry. Well-known for their aggressive business plan, they are now growing rapidly and looking for a high caliber candidate to join their Regional Marketing Team.

The incumbent will be based in HK and report to the CEO.

Responsibilities:

- Drive the strategic planning and budgeting for the overall marketing activities to enhance the brand image and awareness in the market
- Enhance the organization's reputation in Asia to keep it as a preferred business partner in the industry
- Liaise with the Sales team on market needs to build a business strategy to achieve the target
- Lead the implementation of corporate marketing, corporate communications programs and events
- Full P&L responsibility for the 4 business units: Catering, Retail, Trade and FMCG

Requirements:

- Bachelor's Degree in Marketing, Business or related disciplines
- 15+ years of brand marketing experience from Catering/FMCG industry
- Solid exposure and network in FMCG field; F&B knowledge will be a definite advantage
- Track record in successful retail outlet development in the region
- Excellent written and spoken communications skills in English and Chinese
- Travel to PRC is required

To apply, please forward your resume to resume@gsiconsultants.com.hk or contact **Ade Wong** at +852 3755 5400. All applications will be treated with strict confidentiality. Only short-listed candidates will be notified.