

SAGA MAJORICA

We are one of the key players worldwide in the luxury goods industry, with manufacturing units in China, Thailand and Spain. Our sales offices are in Taiwan, Hong Kong, Barcelona and New York. The design house is located in Taiwan/Kaohsiung.

www.majorica.com

www.sagaco.com

本公司為港商投資，由歐州專業經理人員管理，在台成立已 28 年，主要產品為珠寶，手錶，行銷至歐美市場，於中國、泰國及西班牙均有工廠，集團人數逾千人，歡迎有品牌夢想、設計天份、market-oriented people 加入我們的行列。

Marketing Manager

Job Duties:

- a.. Responsible for handling the marketing function of jewelry and watch brand and have a strong understanding for developing the full spectrum of marketing plan including marketing research, brand strategy, brand execution, brand implement, brand performance analysis, advertising, media planning below and above the line collection production, event management and sponsorship.
- b.. Responsible for driving the marketing team in planning, initiating and implementing strategic marketing campaigns and programs for the group.
- c.. Responsible for the sales target reach and coordinate with ODM team to developing new collection or modify existing collection base on sales analysis.
- d.. You will co-work with branch office to formulate and develop the media strategy and advertising plan, main contact with editors, journalists and other media members.
- e.. You will also to conduct the market research to anticipate competition & fashion trends and translate consumers purchasing behavior into new marketing strategy and product branding directions.
- f.. In addition, you will manage and further develop and creative on the CRM loyalty program to acquire and retain customers.

Requirements:

- a.. Degree holder or MBA is preferred in Marketing or business related disciplines.
- b.. Minimum 8 years experience in marketing, prior experience working in luxury or international FMCG brand is preferred.
- c.. Project management skills and ability to multitask across projects and products, set priorities

and able to meet deadlines.

d.. Familiar with media or PR agencies operation procedure.

e.. Familiar with sponsorship and CRM programs.

f.. Analytical, self-motivated, aggressive and good communication and interpersonal skills.

g.. Detail-minded, organized, initiative eager to learn and willing to work overtime.

h.. Proficient in both written and spoken English & Mandarin.

i.. Outgoing, positive, good time management and able to work under pressure.

如果您對本工作有興趣麻煩您將相關履歷寄到本信箱：chris_lee@sagaco.com