

Job Description

1. Position Identification

Department	Sales and Marketing
Position Title	Marketing Officer/Executive
Position Level	C / Senior Officer
Direct Reporting	Marketing Manager

2. Position Summary

We are looking for a talented and highly organised individual to join Vulcan Shield Global as a Marketing Officer/Executive, to developing marketing strategies and campaigns for products and services for Alumina Continuous Fibre Products. The Marketing Officer/Executive will be responsible implementing our marketing strategy across both digital and traditional marketing channels, manages projects and activities aimed at maximizing company profit.

3. General Responsibilities

Marketing and Brand Strategy

- Developing and implementing effective marketing strategies and objectives.
- Monitor market trends, analysis consumer markets activities to identify opportunities.
- Researching target audience by demographics, pinpointing their needs and adapting campaigns accordingly.
- Performing marketing research to identify to assess current trends and brand awareness.
- Organize and implement market research to produce relevant marketing information.
- Creating marketing campaigns to promote the products and services of the company.
- Exploring various advertising opportunities through digital marketing.
- Writing and proofreading copy across all digital channels including social media, website, newsletter, and press releases.
- Develop company brochures and related marketing materials and literature.
- Liaising with internal and external teams including design team, sales team and senior management
- Develop new marketing initiatives such as social media, events, or crossover collaborations to strengthen engagement with target audience.
- Monitor corporate branding applications across the projects' marketing materials to deliver quality corporate brand image consistently.
- Identifies and support product improvements or new products by remaining current on industry trends, market activities, and competitors.
- Building and maintaining a CRM database with sales team.
- Building and maintaining key relationships with clients, agencies and vendors

Reporting and Analysis

- Oversee all marketing activities, take metrics and performance reports.
- Developing digital marketing monthly reports.
- Preparing marketing budget and financial strategies according to the organization's goals
- Reporting on campaign performance to senior managers and external stakeholders

4. Job Experience & Requirements

Education

Diploma, bachelor's or master's degree in marketing or materials science and/or material engineering a

related field.

Experience

Excellent communication, interpersonal skills, and the ability to collaborate with cross-functional teams.
 Excellent knowledge of MS Office
 Hands-on experience with CRM software is a plus.
 Thorough understanding of marketing techniques
 Self-starter who can work with little supervision.
 Goal-oriented with the ability to track and achieve KPIs.
 Ability to manage multiple projects simultaneously and meet deadlines.

Mobility/Travel

Yes, when business requires.

Language

Good spoken and written English and Mandarin.

Competency Requirements	Description of competency (possible to use competency catalogue)
Communication Skills and Customer Service	Able to communicate effectively and confidently with employees and other internal stakeholders. Possess a mindset to provide excellent customer service to all external clients.
Sales Knowledge	Strong understanding of marketing principles, strategies, and tactics
VSG Values	Is committed to VSG values for driving best work culture in the team.

职位描述

5. 职位识别

部门	销售和营销
职位名称	营销专员
职位级别	C / 专员
直接报告	产品营销经理

6. 职位概要

我们正在寻找一位才华横溢且高度有组织能力的个人，加入 Vulcan Shield Global，担任市场营销专员/执行官，为铝连续纤维产品的产品和服务制定市场营销策略和活动。市场营销主管/执行官将负责在数字和传统市场营销渠道上实施我们的市场营销策略，管理旨在最大化公司利润的项目和活动。

7. 职责

市场营销和品牌战略

- 制定并实施有效的市场营销策略和目标。
- 监测市场趋势，分析消费者市场活动，以识别机会。
- 通过人口统计数据研究目标受众，明确其需求，并相应调整营销活动。
- 进行市场调研，评估当前趋势和品牌知名度。
- 组织并实施市场研究，产生相关的营销信息。
- 创建市场营销活动，推广公司的产品和服务。
- 通过数字营销探索各种广告机会。
- 在所有数字渠道，包括社交媒体、网站、通讯和新闻稿上编写和校对文案。
- 制定公司手册和相关营销材料和文献。
- 与内部和外部团队沟通，包括设计团队、销售团队和高级管理层。
- 制定新的市场营销举措，如社交媒体、活动或跨界合作，以加强与目标受众的互动。
- 监测项目营销材料上的企业品牌应用，以确保始终传递高质量的企业品牌形象。
- 通过与销售团队建立和维护 CRM 数据库。
- 与客户、代理商和供应商建立和维护关键关系。

报告与分析

- 监督所有市场营销活动，进行指标和绩效报告。
- 制定数字营销月度报告。
- 根据组织目标制定营销预算和财务策略。
- 向高级管理层和外部利益相关者报告营销活动绩效。

8. 工作经验及要求

教育

拥有材料科学和/或材料工程或相关领域的学士或硕士学位 文凭、学士或硕士学位，专业为市场营销或相关领域

经验

出色的沟通和人际交往技巧，以及与跨职能团队合作的能力。

熟练掌握微软办公软件。

具备客户关系管理软件的实操经验将是一个优势。

对市场营销技巧有深刻的理解。

能够自我启动，能在少量监督下工作。

以目标为导向，具备跟踪和实现关键绩效指标的能力。

能够同时管理多个项目并满足截止日期。	
出行/旅行 当业务需要时。	
语言 良好的英语和普通话口语和书写能力。	
能力要求	能力描述（可以使用能力目录）
沟通技巧和客户服务	能够与员工和其他内部利益相关者进行有效且自信的沟通。拥有为所有外部客户提供优质客户服务的心态。
销售知识	对营销原则、战略和战术有深刻的理解
VSG 价值观	致力于践行 VSG 价值观，在团队中推动最佳工作文化。