

To cope with our rapid growth, we are looking for high caliber individual for the following position:

### **Director of Sales & Marketing**

The Director of Sales & Marketing is responsible for overseeing marketing, advertising, and sales promotional staff and activities within the company. This role involves measuring, enhancing, and enriching the company's corporate image through various objectives and goals. The Director of Sales and Marketing must be a strong leader and motivator, with the ability to build and manage a high-performing team. He or she must also be an excellent communicator, with the ability to clearly articulate ideas and strategies to internal and external stakeholders.

#### **Duties & Responsibilities:**

- Planning marketing and branding objectives
- Expanding marketing solutions for internal and external customers
- Preparing marketing strategies in collaboration with sales operation heads and executives
- Analyzing market trends, utilizing consumer statistics for developing marketing and promotional strategies, adhering to budgets
- Overseeing the creation and delivery of marketing materials
- Engaging customers on social media
- Deepening relationships with media and business partners, leading content generation and production across all media platforms
- Driving CRM and direct marketing and sales promotion activities
- Collaborating with sales and sourcing for strategic partnerships
- Developing and leading a marketing and sales promotion team
- Overseeing direct communications with customers through the VIP Customer Loyalty Program
- Overall responsibility for brand management and corporate identity

#### **Required Skills and Qualifications:**

- Bachelor's degree in business, marketing, or related field
- 15+ years of sales & marketing management experience with a proven

track record of success

- 10+ years of marketing management experience in retail business
- Experience in developing and executing sales and marketing plans
- Strong leadership and team-building skills
- Excellent communication, presentation, and negotiation skills
- Proven ability to meet deadlines and achieve results

We offer competitive remuneration package including meal allowance, medical scheme, discretionary bonus, double pay and pension fund with excellent career exposure opportunities to the right candidate.

Interested parties, please apply with full resume in MS Word format with present and expected salary via e-mail to **[hr.recruit@newyaohan.com](mailto:hr.recruit@newyaohan.com)**

Company website: [www.newyaohan.com](http://www.newyaohan.com)

(Personal data collected will be used for recruitment purpose only)