

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。

Brand Manager

The Brand Manager has profit & loss responsibility for a major brand or a group of brands in global business.

Responsibilities:

- a.. Strategic, annual and marketing planning and periodic re-planning on the business
- b.. Leadership of activities inside and outside the company that will result in successful implementation of marketing plans
- c.. External and internal assessments of the business environment, competitors, customers, market trends and the implications to the Manager's area of responsibility

Job duties:

- a.. to secure company business model
- b.. to translate the general strategic direction from top management or marketing analysis report into a set of concrete strategies and plans for the brands he or she is responsible for.
- c.. to coordinate with SBU to develop new collection or revise the existing collection.
- d.. to implement the brands to the market or branch office that he or she is responsible for.
- e.. to analysis the performance of brand he or she or he is responsible for.
- f.. to regular adjust master schedule and business target base on the analysis and market research.

Requirements:

The job requires strategic skills, management skills, and a highly developed set of marketing and general management skills that can translate into successful sales, share and profit results.

- a.. a keen view of the external environment including a) general trends impacting the business
b) competitive assessment and c) an understanding of both consumers and customers.
- b.. strong strategic skills and an ability to formulate the strategic direction for the business including all marketing decisions on new collection, product change, pricing, launching schedule with different branch office and market
- c.. co-work with local office on advertising, promotion, retail programs, and other key programs that could affect the short and long term profitability and share position.

Skills:

- a.. Bachelor's degree required.
- b.. Progression of successful accomplishments at levels of marketing management to include at least 3 years as a Marketing Executive / Assistant Product Manager. The experience should be consistent with the particular role for the group. In general, experience in the top-tier consumer products marketing companies is expected.
- c.. Superior strategic thinking and planning
- d.. Overall business knowledge and holistic general management approach
- e.. Superior leadership skills
- f.. Outstanding analytical abilities
- g.. Ability to nurture and contribute to innovation and creative solutions
- h.. Demonstrated ability to be accountable for sales and income results
- i.. Strong verbal and written communicator to wide breadth of audiences including senior management
- j.. State-of-the-art functional marketing expertise in some if not all areas of marketing
- k.. Economic value creation mindset
- l.. Lifelong learner and potential to be a strong people developer

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