

## Sr. Product Manager (Makeup)

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Company: Talentvis

Location: Thailand

Category: other-general

### RELATIONSHIPS

- Internal: Report to Marketing Manager / Senior Brand Manager
- External: Regional Marketing team / Central Marketing, Digital Team

### PERSON SPECIFICATION

#### Key Competencies & Profile:

- Experiences in Product Manager for 3 ~ 5 years, with proficiency in marketing activities.
- Familiar with beauty and cosmetics industry
- Good communication and analytical skills, strong organization capability, and people acumen.
- University graduate or above. Master in Marketing is preferred.

### MAIN RESPONSIBILITIES

#### 1. PRODUCT

- To responsible for makeup portfolio.
- To study and prepare the marketing plan in order to execute new product launches for makeup with effective campaign based on corporate objectives and strategies.
- To develop sales forecasts for makeup for sellable and non-sellable items, update the master forecasting file or other forecasting tools to ensure updated and sufficient information to supply chain.
- To always monitor new products launch results sharing with team and need to adjust quantity forecast, if needed.
- To plan Code 2 offer throughout the year which in line with the agree % contribution to total

business turnover.

- To plan all the code 3 materials including POSM, GWP, sample, testers, PR & Advertising materials and others to be in line with the A&P budget.
- To work closely with Regional Category Managers and Regional Demand Planner on product forecast trend, launch elements/ execution plan and/or the reports.
- To conduct pre-test and/or post-campaign analysis for makeup in order to evaluate effectiveness of marketing programs and thus improve future planning.
- To provide the product information for product registration to be ready before the OCD.
- To develop marketing collateral to facilitate consumer education, e.g. product leaflets, brochures, DM.
- To collect competitor activities information data to derive learnings for future plan improvement.

## **2. PR & COMMUNICATION**

- To work closely with the PR & Communication Manager to ensure all the PR and Communication are implemented properly and efficiently and can cover the aimed target group under that budget allowance.
- To co-organize the new makeup's press event
- To develop/maintain close relationship with all segments of the press, including key media.
- To responsible for Dior's Line Official Account and be a center to liaison with Central Media team to validate the schedule and contents. Ensure the materials and messages will be sent properly.

## **3. PROMOTION**

- To review and plan items according to new product launches schedule and activities planned in the marketing calendar.
- To supervise orders preparation to Singapore platform (done by marketing coordinator): review stock reports regularly, control the inventory of menu items (samples, testers, GWPs, \*etc.) and local promotional materials.
- To create an initiate promotional programs/campaigns to drive sales; involve the sales team & trainers in the development stage to collect input and ensure their support for effective, efficient implementation.
- To be the project leader in promoting Dior Boutique just in case we develop the boutique in the future.

## **4. MERCHANDISING**

- To ensure a proper counter makeup merchandizing tools are correctly forecasted and are

shipped to the counter on time.

- To work closely with VM team to ensure the quantity and quality of all locally produced elements such as Duratan, POSM tools are sufficient and meet Dior standards.
- To visit counter for monitoring new product execution, competitor insight and market environment

## 5. CRM

- To monitor the effectiveness on s makeup penetration and makeup loyalty program
- To review with CRM Manager on the feedback of s makeup launch materials

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