



OMNI CHANNEL MARKETING MANAGER

LOCATION(S)

MALAYSIA: Kuala Lumpur

SINGAPORE: Singapore

ABOUT OUR COMPANY

Stanbury & Co. is a research, advisory, implementation and operational private equity house. Our project experience includes more than \$1 billion of projects at various development stages.

Our client portfolio includes renowned entities in the Fortune 500, Forbes Global 2000, Private Equity Funds, Leading Private Companies and Trade Organizations.

In addition, Stanbury Labs, an affiliate of Stanbury & Co., is involved in the development of technology solutions powering various proprietary and client infrastructure, e-commerce, B2B and B2C enterprises and organizations operating globally across various industry verticals.

JOB DESCRIPTION

You will be part of a global team made up of technical, business and operational experts playing an active role in all aspects of the client engagement, both internal and external.

In this role, you will lead and execute compelling content development for marketing campaigns to promote product and service portfolios.

You will be accountable in the development of the marketing strategy, sales enablement and launch plans for new and existing products and solutions including campaigns, messaging, content and thought leadership in support of go-to-market requirements.

ESSENTIAL RESPONSIBILITIES

In this role, your responsibilities includes:

- Metrics – measure and drive pipeline creation and velocity through Sales funnel, orders and sales performance for respective area(s)
- Voice of customer – understand and analyze customer needs
- Voice of sales – gather feedback on use cases, selection criteria and solution requirements
- Segmentation and targeting – document and communicate high-level business requirements for each product, service or segment



- Value proposition – develop and communicate clear and compelling value propositions that address customer outcomes
- Product and services roadmap – provide input to and coordinate cross-functionally to align organization; including high-level business requirements and prioritization criteria to cluster ideas and opportunities into logical product releases
- Sales enablement – assist in the development and delivery of information, content and tools in a prescriptive manner that aligns to the buyer’s journey (sales playbook, demo, target customer lists, etc.)
- Story telling – demonstrated ability to generate compelling stories and possess the innate ability to make the complex simple
- Communicate – demonstrated ability to communicate marketing content leveraging an omni channel approach inclusive of paper, digital, social, mobile, web and other emerging technologies. Experience with CRM tools such as Salesforce Marketing Cloud is an added value.
- Benchmarking – maintain competitive fact base; including competitor size, successes, product offerings, positioning, price structure, etc.
- Outcomes – develop and lead outcome based marketing and selling approaches for new releases
- Creative – demonstrated experience working with creative agencies and vendors to execute content strategies
- Brand – Ensure all aspects of business are on brand, consistent, focused on customer outcomes, and employ best marketing practices
- Project management – work with marketing, sales, technology, operations, communications and customer service teams to ensure product initiatives around new releases are launched effectively and on-time
- Proof points – develop and market product and services proof points
- Budget, manage and execute commercial release for products and services; orchestrate execution of launch plan; develop strategies to drive pipeline and align to organization’s campaign structure
- Product and marketing investment allocation strategy, analytics strategy
- Data analysis, project management, reporting and communications, ability to turn data into actionable insights
- Align with business objectives; work with corporate communications on brand metrics, social media presence and tone
- Reporting tools for Sales and Marketing analytics (e.g. Web analytics, social monitoring, business intelligence and forecasting tools)

REQUIREMENTS

- Undergraduate or Masters level degree in Marketing, Business Administration or related field from an accredited university
- A minimum of 5 years of professional experience in strategic marketing, product marketing, market analysis, consumer insights, sales/branding or related field experience
- Strong business acumen, strategic thinker and ability to work across business lines and industry verticals



- Outstanding oral and written communications skills with a knack for compelling storytelling and the innate ability to make the complex simple
- Strong interpersonal and leadership skills
- Strong analytical and process skills
- Demonstrated skills in managing multiple projects successfully
- Technical Expertise: Knowledge of the energy value chain inclusive of upstream, midstream and downstream, experience in marketing energy value chain products and services
- Business Acumen: Understanding of P&L's financial metrics, pricing strategy and controllership policies
- Omni Channel Marketing experience with at least 3 years of demonstrated experience
- Leadership: Ability to influence in a cross-functional environment, work with global teams and establish credibility across diverse customer cultures
- Personal Attributes: Excellent verbal and written communication skills, ability to listen and translate customer feedback to drive product and service roadmap
- Ability to work collaboratively in a team environment including with remote team members globally
- Ability to work effectively with people at all levels in an organization
- Demonstrated ability as a self starter
- Have strong visual skills with careful attention to detail
- Ability to prioritize and manage work to adhere to critical project timelines in a fast-paced ambiguous environment
- Experience working with cross-functional teams
- Juggling multiple projects while effectively managing timelines and expectations
- Ability to thrive in an unstructured and dynamic environment
- Proficiency in English, both spoken and written in a professional environment
- Ability to work with global teams in different time zones and of different cultures
- Working experience with CRM tools including ZOHO and/or Salesforce
- Willingness to travel regionally and internationally

WORKING CONDITIONS

- This role will be on a full time basis
- Compensation commensurate with experience
- At least 16 days of annual leave
- Medical Benefits
- Work life balance
- Flexible working hours
- Community Involvement and activities
- Fun activities
- Much more