

Head, Sales & Marketing

Responsibilities:

- Provide overall market strategy to ensure seamless marketing of PR1MA products and services, maximise sales volume, optimise customer experience and sustain profitability/budget.
- Provide direction in market research for new market penetration to explore and broaden market reach in the nation.
- Advise Head of Product marketing in cost optimisation and product mix based on business model of each PR1MA product.
- Provide input and direction in developing PR1MA product branding.
- Provide overall direction in the planning and implementation of advertising and promotional activities to bring awareness of PR1MA products and to ensure they meet marketing objectives in meeting PR1MA's targeted mandates.
- Provide overall strategy and direction in the planning and implementation of sales activities to ensure PR1MA products meet the sales and revenue target and subsequently corporate objectives.
- Provide advice and overall direction in the establishment of credit management for the payment collection from house buyers.
- Provide advice and overall direction in the management of customer service of PR1MA, from handing over stage of vacant possession of PR1MA owners up to the defect liability period.
- Lead and direct the Community programmes for the development site.
- Develop strategy, provide advice and overall direction in the management of communication in relation to Product brand management, advertising and promotions to target audience, public and customers.
- Manage the communications channels to promote products to target audience, in terms of media, magazines, newspapers, radio, TV ads, billboards etc., working together with Corporate Communications.

Requirements:

- Bachelor's Degree in Marketing/ Business or equivalent.
- Possess 20 years of working experience in property development or construction industry.
- Experience in property development will be an added advantage.
- Good understanding of the overall process of property development.
- Excellent interpersonal skills especially in dealing with public, stakeholders, local authorities, etc.
- Good communications skills – written and spoken.
- Good negotiation, influencing and presentations skills.