



Position title:

Product Marketing

Location: Petaling Jaya, Headquarters

Responsibilities:

- Support the Marketing department in all aspects of Marketing and Marketing communication in relation to the Product and Service business, Hemodialysis within Malaysia
- Provide a high standard of marketing performance through participating in the implementation of Fresenius Medical Care Service Goals and Objectives, Performance Agreement and Business Plan
- Participate in the implementation of specific product strategies and launch activities. in close cooperation with the local Sales and Marketing Team
- Result-oriented managing of the related projects and tasks based on priorities given by the Head of Department
- Identify, develop and implement short-term and long-term marketing plans and strategies in order to achieve Company objective.
- Coordinate marketing activities
- Design & develop marketing materials
- Generate new ideas for any marketing effort
- Plan & organize marketing events with organizers & industry associations
- Support and provide value added services to existing corporate customers
- Assist in all marketing related activities and business development
- To provide timely reports marketing activities

Requirements:

- Must be entrepreneurial, highly motivated, results orientated, commercially adept, articulate and confident
- Preferably with Degree in Management, Marketing Mass communication/Business/Economics or related fields
- Those with some dialysis centre management experience will also be considered
- Minimum 3 years working experience in marketing field or possess relevant experience and a proven track record in developing long and short-term marketing strategies for the organization
- Has good presentation, analytical & interpersonal communication skills.
- Experience working in a healthcare environment will be an added advantage
- Possess own transport and willing to travel

If you are interested in this job position, please email your resume to hr.my@fmc-asia.com