

Let's color the world!

We are GNT, an ambitious and innovative family-run business with a colorful character! With our EXBERRY® brand, we are the market leader in the field of sustainable plant-based colors. We are world champions when it comes to utilizing the bounty of nature and strive to continuously innovate and improve natural color ingredients for the consumer. In the future, we also want to offer the most sustainable on the market. This is what continues to motivate us every day! The most important ingredients for GNT's success are our employees and the cooperation that exists between them. We believe in teamwork, and we are there for one another, our clients, our suppliers, and our partners. That is what makes us GNT.

Due to the growth of the GNT Group we are seeking a

Marketing and Sales Support Specialist (100%)

Location:

Singapore (with collaboration with the global marketing team in the Netherlands)

The role:

The role of Marketing and Sales Support Specialist will involve helping to support and guide the local sales team and to contribute to our global marketing efforts ensuring seamless communication across borders. You will play a crucial role in ensuring smooth sales operations and enhancing customer relationships.

Responsibilities:

- Collaborate with the local sales team and the global marketing team in the Netherlands to develop and execute effective marketing strategies.
- Analyze market trends, customer behavior, and competitor activities to inform marketing decisions.
- Create and present compelling sales presentations for both the sales team and customers, highlighting our unique value propositions.
- Plan and execute online and offline advertising campaigns.
- Utilize platforms such as LinkedIn, WeChat, and Google Ads to enhance brand awareness.
- Organize and manage (international) trade shows; define KPI's, deciding on concepts, managing budgets, promotion, logistics and on-site management.
- Act as the point of contact to distributor and end customer during pre-sales activities, generating product specification, quotation and other relevant documents.
- Attend sales reviews and monitor follow-up actions.
- Following up sales and business development opportunities.
- Assist sales managers in managing customer relationships, including both end customers and distributors.

Requirements:

- Fluency in English is essential; proficiency in Chinese is highly preferred.
- Bachelor's degree in marketing, business administration, or in food technology, with proven, high affinity towards food and beverage industry, at least 3 years in similar role will be preferred.
- Experience with CRM MS Dynamics or similar customer relationship management systems.
- Willingness to travel for business purposes.
- A creative and analytical mindset.
- Strong teamwork and collaboration skills.
- Strong communication skills and ability to work collaboratively with cross-functional teams in an international organization.
- Be a self-starter, taking ownership of projects and driving them to successful completion.

What do we find important?

We operate globally, yet are an independent, family-owned business committed to investing in products, technology and importantly, our people. The people who work for GNT are flexible, friendly, supportive and passionate individuals that work collaboratively to deliver service, expertise and ultimately grow sales and market share.

We color the world, do you?

If you're passionate about sales and marketing, thrive in a global environment and are ready to make an impact, we'd love to hear from you! Apply now and be part of our exciting journey.

Please contact by email including your CV and preferably a cover letter to Veron, Office and Accounting Manager (vaw@gnt-group.com).

Deadline for applications is 17th May 2024.

Only the shortlisted candidates will be contacted.

Of course your personal data will be handle with care. All applications will be treated equally.