

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 Manager APAC

Location:

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

The role:

The Marketing Manager for the APAC region will play a crucial role within our global marketing team. Responsibilities include translating global marketing strategies into effective local campaigns, driving brand awareness, and supporting business growth across the APAC market. This multifaceted role involves digital initiatives, customer presentations, event management, and collaboration with cross-functional teams. The ideal candidate should have B2B marketing experience, strong analytical skills, and excellent communication abilities.

Responsibilities:

- Translate global marketing strategies into actionable plans for the APAC market and adapt global marketing materials to suit local preferences and language requirements.
- Create and implement B2B marketing campaigns targeting customers, distributors, and influencers in order to increase new leads.
- Utilize CRM tools (e.g., MS Dynamics) to track leads and manage customer relationships.
- Utilize platforms such as LinkedIn, WeChat, and Google Ads to enhance brand awareness.
- Analyze market trends, customer behavior, and competitor activities to inform marketing decisions.
- Create and present compelling sales presentations for both the sales team, customers and distributors, highlighting our unique value propositions.
- Plan and execute online and offline advertising campaigns.
- Organize and manage (international) trade shows; define KPI's, deciding on concepts, managing budgets, promotion, logistics and on-site management.
- Be willing to travel within the APAC region as needed.

Requirements:

- 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.
- Fluency in English is essential; proficiency in Chinese is highly preferred.
- Be a self-starter, taking ownership of projects and driving them to successful completion.
- Strong analytical skills and ability to interpret data.
- Excellent presentation skills

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 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 Andreas, General Manager, athiede@gnt-group.com

Only the shortlisted candidates will be contacted.

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