

**Marketing Job Opportunity**  
***With European Food Ingredient Company***

Position: Marketing Specialist

Reports to: Asia Marketing Director

Location: Biopolis

Starting Date: January 2018

**Role & Responsibilities:**

- Market & Category Insights: research and analysis using subscribed food & beverage market intelligence databases or desk research for market, competition, customer or consumer trends
- Customer Engagement: Support marketing campaigns on salesforce.com and development of customer newsletters
- Brand Building: Support trade shows, event set-ups, PR and follow-ups with media
- Admin Support: Admin support in PPT, notices, and SAP expense management

**Key learnings:**

- Gain exposure to food and beverage market in Asia and understand key trends in various categories such as dairy, soft drinks etc.
- Using knowledge on trends to generate new product ideas and customer solutions
- Gain experience in using global food and beverage database for comprehensive research and analysis
- Working with marketers, scientists and sales personnel in Asia

**Qualification and required skills:**

- Bachelor degree or above
- Strong skills in market analysis, desk research, and Power Point
- English as a native language and proficiency in Chinese
- Previous experience in food ingredients or adjacent industries will be an advantage

Salary: TBD

Please email your CV to [Joyce.lim@tateandlyle.com](mailto:Joyce.lim@tateandlyle.com)