



**RMA Cambodia is a diversified company offering world-renowned brands. A global company with local engagement.**

RMA (Cambodia) Group was established in 1992 in Phnom Penh, and has been gradually growing to offer a wide range of products and services starting from the automotive, agriculture equipment, heavy equipment for infrastructure development, special product like cleaning machine, engineering solution, car rental, leasing, and food services. With almost 3,500 employees, RMA (Cambodia) Group's operations extend throughout the country with more than 60 different offices and branches. It is a leader in sectors nationwide.

Right now, we are seeking potential candidates to fulfill the position as below:

### ***Marketing Manager (01 Vacancy)***

#### **Overall Purpose of the Role:**

Identifies and develops Corporate. Government & Authority business prospects with the aim of increasing JLR brand awareness, maximizing sales and profitability from vehicles, together with finance, other ancillary products. Whilst also helping to lead and manage the Dealership's sales activity to deliver sales volume and profitability targets, this also includes a focus to attract the after sales business of grey-market purchased vehicles. Understand market outlooks and competitions as well as creating, communicating and delivering the values created to the target consumers with positive bottom line.

#### **Key Responsibilities**

- **Internal/External Interactions:**
  - **Internal**
    - Sales Team, Aftersales Team, Marketing Team, Finance and Management
    - RMA Cambodia management team
    - RMA Finance
  - **External**
    - Corporate Customers
    - Financial Institutions
    - Marketing and Event Companies
    - Business Partners
- **Functional Responsibilities**
  - ***Understands the JLR offer for***
    - Understands the features and benefits of the JLR offer (vehicles, service costs and plans, warranty, accessories) and how these compare with other premium automotive brands
    - Uses an understanding of the offer and the Jaguar and Land Rover brands to develop a distinctive and compelling sales proposition for corporate customers
  - ***Plans marketing activities***
    - Formulate annual marketing plan and annual budget while also ensure plan execution
    - Keep the information of automotive industry updated and actively seeking feedback and input from Sales Team for marketing activities and competitor information
    - Understands and uses a range of local marketing activities (e.g. events, advertisements, fliers, website page, driving events) to develop new business including developing relationship with advertising agencies, media and key stakeholders to promote public image of JLR
    - Researching, tracking and updating the management on all political and economic issues in Cambodia, mainly related to automotive industry as well as changes in the competitive environment for vehicles in Cambodia
    - Purchasing and inventory control of branded stationary, giveaway's and other premium items
    - Lead and coach marketing and sale team in order to carry out the plan by creating and implementing product training
    - Regular reporting of marketing activities and competitive activities to the management
- **Knowledge Responsibilities:**
  - Full understanding of product ranges available to customers
  - Knowledge of JLR Customer First Behaviors
  - Knowledge of Jaguar Land Rover Operational Guidelines and standards
- **Financial Responsibilities:**
  - Generating Revenue and Profit for the sales department through effective marketing measures
  - Financial Reporting of marketing achievements vs budget and related Marketing ROI's to the GM
  - Managing in line with the budget the operational expenses of the marketing department

- Monthly reviews of the financial accounts with GM and RMA Cambodia
- Providing the GM with related marketing budgets
- **HR Responsibilities:**
  - Aiding in the coaching and development of the marketing team (up to 3x people)
  - Reporting to the GM marketing activity and financials
  - Interacting with sales and aftersales team and business partners
- **Travel Requirements:**
  - Travelling to meet with potential customers

## Education Knowledge and Requirements

- Bachelor Degree of Business Administration, Marketing or related field.
- A minimum of 3-5 years Marketing Management experience (automotive preferred / luxury brands an alternative)
- A track record in successfully managing a marketing team and driving 360-degree marketing principles (including the 7 C's)
- Able to travel at short notice
- Excellent English (written and spoken)
- Fully conversant with Microsoft suite of products and fully computer literate (Excel + PowerPoint critical)
- Driver's License motor vehicle.
- Experience from automotive is advantage.

### DESIRABLE:

- Achieve sales, volume and profitability targets through effective marketing measures
- Customer satisfaction targets (e.g. CLP, mystery shop, response times, repeat business)
- JLR finance and local market penetration understanding
- Prospecting and new customer target understanding
- Process delivery and compliance (e.g. Sales Core Process)
- Personal training and development targets

### COMPETENCIES:

- **Leadership** – Forward thinking and proactive with judgment, direction setting and achieving of targets. Able to lead management and operational teams, creating a climate in which team members have a desire for results and are able to realize their potential.
- **Management** – Able to identify direction for self and others, motivating and effectively managing staffing and resource requirements. Capacity to use judgment and evaluate situations in order to make decisions following through to appropriate action and results.
- **Achieving Results** – Results driven, able to make sound judgments over competing priorities, use initiative and actively assess the course of action to set and accomplish targets.
- **Strategic Thinking** – Able to identify a vision along with the plans that need to be implemented to meet the end goal, evaluating situations, decisions, issues in the short, medium and long term.
- **Analytical Thinking** – Able to simplify complex problems, processes or projects into component parts, explore, and evaluate them systematically.
- **Flexibility** – Adapts easily to change and responds flexibly to a changing and evolving environment, provides momentum when driving change and involves others when building plans for change.
- **Resilience** - Ability to work under pressure and manage personal effectiveness in face of challenge. Demonstrates an approach to work that is characterized by commitment, energy and motivation.
- **Teamwork** – Able to build and maintain effective working relationships with a diverse and multi-cultural workforce in a variety of locations, working cooperatively with others. The ability to build and contribute to a team as well as work independently within a given framework.
- **Communication** – Strong communication, influencing and presentation skills both verbal and written. Able to get one's message understood by adopting a range of styles, tools and techniques appropriate to the audience.

### How to apply?

Interested candidates are invited to submit your updated curriculum vitae to [recruitment.kh@rmagroup.net](mailto:recruitment.kh@rmagroup.net) or may also contact us on Tel: +855 17 735 688/ +855 92 888 714 for inquiring or application.

### RMA CAMBODIA / EFG

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