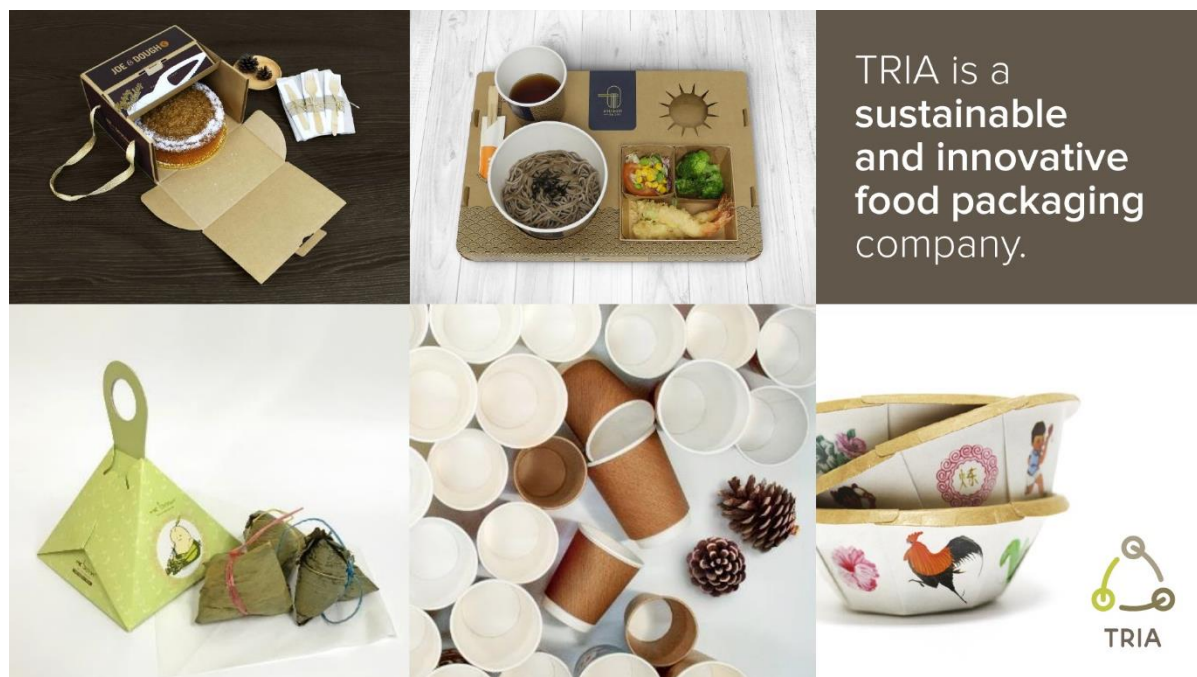




TRIA PTE. LTD.

9 Yishun Industrial Street 1, #03-65 North Spring Bizhub, Singapore 768163



The role: Brand & Marketing Manager

TRIA is a sustainable and innovative foodservice packaging company. Since our setting up in 2016, we have been challenging the industry with innovative designs (upstream), and a world first close-loop approach addressing the waste issues of single-use foodware (downstream). These approaches had broken long-held boundaries for the industry and placed us in new territories which requires good marketing intuition.

The role of the Brand & Marketing Manager will be instrumental to TRIA, as we make a push to change dated industry mindsets and practices. We require new narratives, marketing strategies and sensibilities to reach out and promote our solutions.

TRIA is a young company with a strong sense of purpose. We are looking for a passionate and driven personality who is prepared to grow with the company. TRIA currently enjoy a good momentum, with a 10x growth outlook in the next few years, and plans to expand into key countries such as Australia, Europe and the US. As such, the candidate will require a growth and global mindset.



The scope

- Develop short-term and long-term marketing strategies, in line with company objectives, roadmap and budget.
- Manage the implementation of all marketing activities, offline and online, with a focus on measurable results (leads generated, partnerships secured, etc). In doing so, ensure quality delivery in the management of internal teams and external partners such as Creative agency, Media agency, PR agency, etc.
- Research and stay current with market trends, client insights and competition movements.
- Improve Brand & product visibility through strategic partnerships, strategic clients and marketing/PR campaigns.
- Overall responsibility for brand management, which includes taking ownership of all brand touchpoints such as web and sales communication.
- Support Product Marketing in the development of product strategy, R&D roadmaps and go-to-market strategies.
- Develop campaigns for new product launches with a focus on hit-rates.
- Work closely with Sales to develop sales strategy through to sales pitch decks. In doing so, to keep eyes on the horizon, and ears on the ground, so to speak. It is imperative that the marketing team remains in touch with market needs as much as the sales team.
- Work closely with core team to open new business channels locally and internationally.

The person

- A degree in Business/Marketing or equivalent
- Min. 5 years of experience in Marketing. Preferably in product development environment.
- Passionate about environmental sustainability. F&B experience is a bonus
- Good application of business knowledge and principles
- A clear mind for prioritising and decision making
- A pioneering attitude that is nimble and adaptive
- Savvy in the use of design assets for marketing use
- Good eye for aesthetics and sharp with details
- Strong people and communication skills. Strong team attitude
- Strong command of English, Chinese is a plus
- Savvy with software and web. Familiar with the use of Microsoft Excel and Powerpoint

To apply, kindly write in to jobs@tria.sg with your CV and/or resume. We regret to inform that only shortlisted applicants will be contacted.