



### **Regional Marketing Manager, Singapore – ACS International**

ACS International, Ltd. (ACSI) is a wholly-owned subsidiary of the American Chemical Society. ACSI is comprised of representatives that serve the scientific community worldwide. Employees represent products and services provided by ACS divisions, including ACS Publications and CAS (SciFinder® and STN®) to the world's most important scientific companies, government organizations, global patent offices and academic institutions to promote research and discovery.

**ACS International is currently seeking a Regional Marketing Manager based in Singapore.**

#### **Position Summary**

This position is responsible for strategizing, executing and implementing localized account-based and marketing strategies within a given country or region. This includes coordinating with the Marketing team located in the corporate office, the local and regional sales teams and sales leadership. This role will develop and implement effective marketing and branding plans within the local language and cultural norms. This position will also develop and maintain good relationships with local and international vendor partnerships, support key campaigns and support sales teams in local trade shows, conferences and enterprise events.

#### **Job Duties**

1. Develops and implements a regional marketing strategy through customer engagement, market research and coordinating with Sales and Marketing leadership in the corporate office in order to localize, market, run customer retention programs and promote CAS products and services to ultimately increase customer satisfaction and success.
2. Initiates, translates and executes localized marketing projects or campaigns to enhance customer relationships and promote CAS branding.
3. Assists in strategizing, implementation and coordination of trade shows and conferences and enterprise events.
4. Develops a direct presence in the region/country and builds up additional channels for effective communication.
5. Develops local language marketing materials and contributes to improvement of local CAS brand recognition.
6. Supports media communication adoption and translation.
7. Maintains and reports customer information through the CAS channels and CRM system.
8. Gathers and communicates local/regional market information to CAS staff to enhance the marketing and product development strategy planning functions.

#### **Job Requirements**

- Bachelor's Degree or equivalent (Chemistry, Chemistry-related or Science degree is a very strong advantage)
- 5+ years of relevant experience.
- Outstanding copy writing and editing skills.
- Strong grasp of marketing fundamentals.
- Demonstrated experience in information solutions software, publishing and/or scientific organizations.
- Highly organized, high attention to detail and ability to manage multiple time-sensitive projects.
- Experience marketing chemistry-related products and/or information/intellectual property preferred.
- Strong team player is required to work within a small team and contribute to the positive team spirit. Effective interpersonal skills. Able to communicate effectively across all levels of management in a highly matrixed and/or agile environment.
- Ability to build relationships and influence others in remote offices.
- Ability to build relationships with influential people and high-level stakeholders from commercial, government and academic organizations.
- Outstanding communication and interpersonal skills.
- Demonstrated self-motivation and initiative.

- Ability to work independently.
- Strong analytical, problem-solving and critical-thinking skills.
- Strong MS Office Suite – Advanced Excel, Word, Powerpoint.
- Good understanding and use of HTML, simple Adobe / Photoshop and simple video-editing skills.
- Ability to speak, read and write in extremely fluent English, fluent Mandarin or Korean.
- 20-30% Travel within Asia-Pacific is expected.

To apply for a position, please submit your cover letter and CV to [careers@acs-i.org](mailto:careers@acs-i.org)