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EMPLOYMENT

Western Union Job Opening

Assistant Marketing Manager, Grassroots and Events – Asia Pacific

This position supports US Outbound Event Marketing team with specific emphasis on event planning and coordination that will contribute to the growth of USOB business to Asia. Responsibilities will include:

- Management of Events/Street Marketing Agencies to ensure successful implementation of programs.
- Maintain event execution standards for consistent quality presence on-site
- Constant interaction with Marketing Managers to ensure the following:
 - a) Alignment of objectives
 - b) Tracking of events budget
 - c) Share feedback/reports from Agencies to provide necessary information for decision making
- Monitor programs, conduct business analysis of grassroots programs to determine effectiveness.
- Manage budget responsibility & effectively.
- Develop strong contacts with community leaders and gatekeepers for successful community relations
- Work closely with other Business Units to identify synergies
- Interact with WU in-country management team whom fund some marketing programs within the U.S to develop cost effective programs and monitor these activities.
- Person must have previous work related experience/familiarity with this Region
- Interface with warehouse to ensure timely delivery of promotional materials

Education and Other Knowledge, Skills and Abilities:

- Bachelor Degree (Marketing or Business) is required with college-level work in marketing highly desirable
- Must be detail oriented, organized, have good follow-through and be self-motivated.
- Good analytical skills
- Ability to lead and work with multi-disciplinary teams to achieve business objectives.
- Good interpersonal and communication skills and the ability to elicit cooperation with Western Union's programs.
- Willingness to travel
- Ability to work independently and under pressure
- Fluency in second language - Chinese and/or Filipino
- Knowledge of Microsoft Word, Excel, PowerPoint.

Desired Qualifications

- Prior experience with event & promotional agencies preferred.
- Prior experience in Event Marketing is a must

Decision Making

- Responsible for the implementation of grassroots marketing programs for Asia
- A key element of this position is the day to day management of the agencies/vendors to ensure a successful coordination of all grassroots marketing programs
- Ability to select appropriate grassroots activities
- Work closely with community leaders
- Act as a bridge between various groups that are involved in WU Marketing

This position is based in Montvale, NJ. Applicants must have U.S. work authorization.

Interest applicants may contact:

Andrea Bunn
Recruiter
Western Union

720-332-3704

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ASIAN JOURNAL

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