

1 in 4 people do not have access to electricity.



We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.

## Product Marketing Manager

**Job Location:** Shenzhen, China  
**Travel:** 30%-40% of time

**Reporting to:** Director of Product Marketing

### Job Expectation and Scope

The primary purpose of this position and its major objectives.

Objective: Help the business achieve short and long-term goals whilst maximizing long-term brand health and potential:

- Lead research & development for new products globally;
- Develop and execute d.light's long-term product strategy;
- Support the development and implementation of market segmentation and repository of consumer knowledge.

### Key Responsibilities


The major responsibilities of this position listed in order of importance.

1. Through a mix of internal & external resources, build a holistic understanding of the trade environment, consumer psyche and shopper behavior. Develop consumer and shopper insights, evaluate ideas with consumers, and turns these ideas into growth opportunities for the brand;
2. Lead and champion innovation projects. Develop and deliver quality innovations against agreed brand strategy and ensuring brand health. Develop an active working relationship with the product development team to integrate innovation ideas into the long-term brand growth plan. Become the voice of consumer and trade in the new product development process. Ensure the robustness of the brand's innovation funnel and the timely progress of approved projects through that funnel. Manage the marketing aspects of both product and packaging innovation;
3. Plan, lead and manage the entire life of a product line from the identification of market opportunities through design development, product launch, market penetration and growth as well as the end of life phase;
4. Lead the development of the go-to-market brand toolkit; managing the process to a stage where the kit is ready for deployment across Africa / Asia;
5. Support the development of market segmentation, brand architecture, the master-brand pyramid, and the brand manual. Lead the development of sub-brand pyramids for the portfolio. Ensure these are used to guide all brand communication, innovation and marketing initiatives;
6. Manage external creative and research agencies, from briefing, negotiation to execution supervision and reporting for all innovation projects;
7. Help drive a consumer-focused culture across the company.

### Critical Success Factors of the Job

#### **Key Competencies**

1. Passion for Growth
2. Strategic Thinker
3. Cross-functional Team Leadership
4. Communication Clarity (written & verbal)
5. Results Oriented



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6. Organized & Detail Oriented
7. Proactive
8. Independent

### Successful Candidate Profile

1. Bachelor's degree required; MBA preferred;
2. 5-10 years' experience in brand or category management (consumer durables/consumer electronics background preferred);
3. Strong analytical skills (ability to research relevant information, synthesize data, and draw insights / recommendation from the information);
4. Proven record in cross-functional leadership & project management required (from the drawing-board to a launch in the market); experience managing global team preferred;
5. Demonstrable success in developing and bringing new products to market;
6. Experience developing concepts & integrated brand communication;
7. Experience negotiating & managing external creative and research agencies;
8. Strong business acumen and value chain analysis experience;
9. Fluent in English;
10. Conversant in MS word, MS PowerPoint, MS Excel.

### Preference

1. Deep consumer understanding and shopper insights; experience with Bottom of Pyramid (BoP) markets a plus;
2. Experience with diverse cultures (work or volunteer) preferred;
3. Willingness to travel to developing markets, mainly India and Africa;
4. Excited to work in a dynamic start up environment;
5. Passion for mission-driven, impact-oriented work.

**Compensation and Benefits:** Very competitive package.

**How to Apply:** Submit cover letter and resume to [hr-china@dlight.com](mailto:hr-china@dlight.com)

### About d.light

**d.light** is a fast-growing international consumer products company serving people without access to reliable electricity. Our mission is to enable households without reliable electricity to attain the same quality of life as those with electricity. We will begin by replacing every kerosene lantern with clean, safe and bright light. We aim to transform the lives of at least 100 million people by 2020, and have reached 75 million since founding, currently growing at the rate of 2 million new lives transformed per month.

**d.light** serves over 60 countries, through over 15,000 retail outlets, 10 field offices, and four regional hubs. The company employs over 400 people directly, and indirectly employs hundreds more worldwide.

**d.light** is financed by prestigious venture capital firms including Nexus Venture Partners, Draper Fisher Jurvetson, Garage Technology Ventures, the Mahindra Group; with investment from leading social enterprise funds Omidyar Network, Acumen Fund and Gray Matters Capital. We were recently awarded the Ashden Award for Sustainability and named for the second year in a row as one of the world's top 100 clean technology enterprises by the CleanTech Group.



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To learn more, please visit [www.dlight.com](http://www.dlight.com).