



# UNIVERSAL HARVESTER DAIRY FARMS, INC.

San Miguel, Maramag, Bukidnon, Philippines

## Instructions:

- 1) Please fill-up the form completely and avoid leaving blank items.
- 2) Search will commence once submitted to HR with complete requirements & data.
- 3) HR will contact the requesting party for any clarifications regarding the request.

*Note: Approval of the CEO & PRESIDENT and/or CFO is necessary for requisitions for new (unbudgeted) headcount/ position.*

## EMPLOYEE REQUISITION FORM (ERF)

### DETAILS OF REQUISITION

Date Requested:	March 5, 2025	Employment Status:	
Position/ Job Title:	Marketing Activation Specialist	<input checked="" type="checkbox"/> Regular Employee	<input type="checkbox"/> Contractual/ Project Employee
Dept/ Org.:	Sales Department – Cebu City	<input type="checkbox"/> Consultant	<input type="checkbox"/> OJT
		<input type="checkbox"/> Others:	
Job Classification	<input type="checkbox"/> Executive	<input type="checkbox"/> Sr. Manager	<input type="checkbox"/> Manager/ Jr. Manager
	<input type="checkbox"/> Supervisor	<input type="checkbox"/> Entry Level	<input type="checkbox"/> Specialist
	<input checked="" type="checkbox"/> Others		
Reporting to:	Jose Ramon B. Dy/Dante Verendia Jr.	Target Start Date:	

### PURPOSE OF REQUISITION

<input checked="" type="checkbox"/> New requirement	<input type="checkbox"/> Replacement for resigned employee
<input type="checkbox"/> Replacement for transferred employees	<input type="checkbox"/> Temporary requirement
Budget: <input type="checkbox"/> Budgeted	
<input checked="" type="checkbox"/> Unbudgeted (for approval)	Approved by: <input type="text"/>
Name & Signature	

### JOB SPECIFICATIONS

#### Job Objective

These are the general responsibilities and descriptions of key tasks and their purpose, relationships with customers, coworkers, and others, and the results expected of incumbent employees.

Marketing Activation Specialist will focus on the execution of on-ground marketing initiatives, including but not limited to sampling, sales and marketing events, roadshows, HORECA meetings, and local media sponsorships. The ideal candidate will be highly organized, have strong coordination skills, and be comfortable with managing various aspects of marketing activations. This role will also involve working closely with leasing offices to secure scooping station locations and managing modern trade merchandisers. While primarily based in Cebu, the specialist will also be expected to oversee activities in Cagayan de Oro and Davao.

#### Work and professional experience required

##### Educational Background:

Bachelor's degree in marketing, Business Administration, or a related field.



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## JOB SPECIFICATIONS

**Professional Experience:**

At least 1-2 years of experience in marketing activation, event planning, or a similar role.

**Ideal personality or behavioral competencies.**

e.g. Can handle very stress full situations due to tight deadlines and other requirements of the business.

Strong project management skills and attention to detail.

Ability to manage multiple projects simultaneously while meeting deadlines.

Strong communication and interpersonal skills for effective coordination with internal teams, leasing offices, and third-party vendors.

**Primary Responsibilities/ Duties**

Lead the planning, coordination, and execution of various marketing activations including sampling events, sales campaigns, roadshows, HORECA meetings, and local media sponsorships across multiple locations.

Act as the primary point of contact with leasing offices to secure appropriate locations for scooping stations and other key marketing activations.

Support the management of modern trade merchandisers by ensuring that visual displays and product placements are in line with brand standards and objectives.

: Oversee the logistics and execution of marketing and sales events from concept through to completion, ensuring all materials, staff, and vendors are in place and that all activations run smoothly.

Assist in the coordination and execution of similar activations in Cagayan de Oro and Davao, ensuring consistent branding and success across all regions.

Work closely with the sales, marketing, and operations teams to ensure alignment of objectives, and integrate feedback to optimize marketing activations.

Track and report on the effectiveness of activations, gathering insights to improve future campaigns and activations.

**What Skills or required certifications or licenses are needed?**

e.g. CPA, MBA, MS. Finance but not required

Excellent communication (written and verbal) and interpersonal skills.

Consumer centric orientation.

Negotiation skills.

Computer proficiency.



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## REMARKS:

REQUESTED BY :	APPROVED BY :
NAME: Jose Ramon Dy	NAME:
SIGNATURE: 	SIGNATURE: 