

Position Profile

July 2020

Position:	Senior Brand Manager
Client:	International Leading FMCG Company
Reporting Line:	Senior Marketing Manager
Main Purpose of Job:	<ul style="list-style-type: none">• Develop, marketing strategies, communication and activities to achieve revenue, sales and profit targets of assigned product group. Supervise planning, operation and executions of assigned the assigned product group
Responsibilities:	<ul style="list-style-type: none">• Be part of the marketing brand plan to grow brand and desired equity of assigned product group and direct all marketing activities for the achievement of short and long term business Goal, Strategies, Action Plan, P &L and market spending of assigned product group and to ensure compliance and aligned with regulatory affair and related functions for all marketing activities• Develop effective Communication brief and plan and direct agencies in developing promotional materials, media and the implementation. Direct research agencies and conduct about Qualitative and Quantitative Research• Develop Brand Essence and Vision (developed or applied from SBU / GMB)• Chooses target consumers by using attractiveness and ability to win, develops consumer insight, understands target consumer perceived values of brands• Deliver tastiest and healthiest food/beverage experiences within brand portfolio in a way that contributes to CSV. Understand shopping behaviors and motivations of target consumers, helps design shopping experiences that delight consumers / shoppers. Develop brand portfolio strategy, contribute to pricing and promotional strategy, propose brand portfolio for key channels and key customers• Manage the development and execution of strong functionally aligned brand plans, responsible for the performance, health and strategic alignment. Understand business impact and prioritizes PFME and TTS investment of her/his brands• Responsible for the development of OBIs and Big Ideas, engagement strategies and the creation of relevant & memorable brand experiences. Work in partnership with communication agencies and ensures all brand communication contributes to enhancing the company image of trusted NHW leader• Demonstrate leadership and facilitate development of his/her team• Be part of and coordinate with the marketing team and relevant local and regional/global stakeholders to complete the New Product Launch plan and Go-to-market strategy. Also ensure the prioritization of the projects along with the right resource allocation• Ensure compliance and validation to all regulations and specifications• Need to coordinate with cross-functional team include Global & Regional team, Commercial marketing, Regulatory Affairs, Medical representatives, Supply Chain, Public Affairs, Code compliance, Trade Marketing, CRM, Legal, NIM communication and marketing service
Qualifications:	<ul style="list-style-type: none">• Strong marketing experience especially in the dynamic consumer marketing (experience in category under FDA control is a plus)• New product launch and re-launch experience• Leading cross-functional team and dealing with conflicts• Strong in communication and presentation• At least 5 years experience in Multinational Brand Marketing FMCG
