

**Position:** Business Development Manager

**Client:** International Leading FMCG Company

**Reporting Line:** Business Development Officer

**Responsibilities:**

**Business Development:**

- Develop and lead Thailand business, to grow and deliver the business according to agreed objectives in all aspects, include brand management, channel development, and digitalization
- Build the business relationship with key distributors/partners
- Optimize business performance with appropriate levels of trade spend and investment
- Develop brand team to become a high performing team

**Brand:**

- Brand communication strategy across all channels
- I&R pipeline management
- Develop consumption strategy to increase overall consumption
- Proper pre and post evaluation of all major activities within responsibility

**Channel:**

- Machine Channel Strategy (4Ps and Distribution Plan together with team)
- Department Store Sales 4Ps and Execution
- BA and Events & Expo team management - Department Store Retail specific
- Proper pre and post evaluation of all major activities within responsibility

**Digital + Hub Activation:**

- Lead and manage BU digital content strategy and implementation for total BU along path to purchase across digital platform for total BU thru the creation and utilization of BU creative asset in order to drive consumer engagement and build brand advocacy among BU target groups
- Establish the assigned Brand as preferred beverages of ride sharing and delivery drivers

**Qualifications:**

- A minimum Bachelor's degree in Marketing or any related field
  - At least 7 years of working experience in Brand Management with international company
  - Strong in brand building, brand communication and brand activation in consumer product
  - Experience in digital marketing and communications
  - Strategic thinking with big picture and able to see the end goal of the responsible product portfolio
  - Strong in leadership, able to coach, lead, provide direction and motivate a dynamic team
  - Strong in Stakeholder Management
  - Fluent in both written and spoken English
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