

AVP - Design & Delight

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Company: Talentvis

Location: Thailand

Category: other-general

Requirements

Bachelor or Master Degree in Marketing, Business Administration or related field

Direct experience in Brand Management (skincare / retail) is a must with over 5 years in managerial level.

Good communication and negotiation skills

Strategic thinking and creative

Be able to work well under pressure.

Strong computer literacy in Microsoft office

Can communicate in English

Responsibilities

Developing and implementing a cohesive marketing plan to increase brand awareness strategy

Developing the marketing strategy for new and existing products by overseeing implementation of the Marketing strategy - including campaigns, events, digital

marketing, and PR including build relationships with media and stakeholders through creative PR strategies

Working closely with the company's Sales team; enabling them to meet their commercial objectives by providing them with appropriate tools, materials, and presentations.

Designing and reviewing the Marketing department's budget

Lead and develop marketing strategic plan, brand activation and brand communication in order to drive brand growth

Leverage the understanding to identify key brand drivers and to develop brand strategy to profitably grow the brand

Manage Control and Monitoring P&L by channel to achieve business goal

Develop understanding of categories including market environment, core consumer needs, competitive environment and consumer insights to identify brand objective, brand opportunities, brand road map, growth drivers, and brand plan

Develop insightful brand activation and integrated marketing communications aligned with brand proposition and brand strategies

Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues

Develop annual strategic brand plans to identify current positioning and opportunities for the brand's long-term growth

Lead channel activities and promotion to drive growth by brands by channel

Continuously improve operation and services excellent, provided to customers at point of sales

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