

Brand Manager Brand Manager Bangkok, S, TH Apr 8, 2024

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Company: Beam Suntory

Location: Bangkok

Category: other-general

What makes this a great opportunity?

Role Responsibilities

A. Strategic

Assist the Senior Marketing manager to creating marketing/ promotional plans that are aimed towards recruitment & premiumisation of brands in the market place

Continuously monitor the market and competitive landscape to evaluate the existing and upcoming opportunities/ challenges, help the marketing team to devise counter measures to competitor moves, alter strategy to help company brands gain and strengthen market position.

Work in close coordination with global teams to define and roll out 'Above The Line' (ATL) & BTL promotion strategy for all brands of the company.

Support markets with deployment of assets, identifying agencies and maintaining pricing in market per global brand guidelines.

Maintain & grow online/social presence & SOV per brand requirement.

Act as an interface between sales & legal advisor on all matters related with A&P.

B. Operational

Work with Senior Marketing Manager –in formulating the annual marketing & promotional budget & execution of annual marketing and promotional plan for the brand portfolio.

Planning, management and successful execution of company flagship annual marketing

programs.

Identify ways to maximise PR/ branding opportunities related with assets for promotion of other brands.

Establish an effective working relationship with sales team to ensure company's brands gain adequate market traction through sales enablement & marketing demand generation programs.

Undertake periodic field visits to get abreast of market activities/ trends, monitor implementation of marketing and promotional campaign, take first hand feedback from customers and create right market connect.

Coordinate with legal team to resolve issues related with copyright infringement, compliance with regulations related with advertisement and promotions and other related aspects.

Conceptualise, coordinate and manage promotional activities, activations, product launch etc., working with developers, advertisers, PR agencies and sales team.

C. Reporting/ Monitoring

Ensure all A&P programs are rolled-out in line with the legal guidelines and applicable local regulations.

Create & manage and ensure timely circulation of market intelligence for brands of the company as per the define frequency.

Provide market research/ data analytical support to sale team members

Qualifications

6-8 years consumer marketing experience

Degree in Business Admin, Marketing, or its equivalent

Proven ability to execute brand/marketing projects that align with overall Brand strategy.

Self-starter with an ability to deal with ambiguity.

Experience repositioning brands locally

Demonstrated experience in working across and up an organization, gaining credibility amongst

peers, managers and cross function.

Experience working in or with commercial sales or field marketing a desired.

Multicultural marketing experience a plus

Experience with beverage alcohol industry and/or three-tiered distribution system a plus (soft drinks, beer, and other wholesale-distributed products)

Sound written & verbal communication skills

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