

## Brand Manager (Healthcare)

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Company: PRTR

Location: Bangkok

Category: other-general

Our client is a Health and Beauty / Supplement company who are looking for a Brand Manager.

### **Job Description**

Supporting the marketing plans and managing marketing budgets for a given brand within the category to deliver net revenue, gross margin, market share, and profit targets within timescale and budget.

Regularly tracking the brand performance against KPI i.e. market performance, sales, budget tracking.

Developing and executing annual marketing plan activities, including Omnichannel strategy and plans for a given brand within a category, responsible for ensuring the successful implementation of the plan.

Closely cooperating with the Trade Marketing function, identifying trade needs/opportunities, and developing the pricing and distribution strategies in line with trade promotions for brands.

Supporting the execution of product launches; Contributing to innovation by delivering product development programs for further growth margin.

Supporting the implementation of portfolio strategy to support overall business strategy, short/medium-term.

Managing the development and activation of local businesses.

Partnering with media/consumers to implement the marketing strategy and plans.

Leading key innovation projects for the brand which requires multiple stakeholder management and an understanding of process structures.

### **Qualifications**

Bachelor's or Master's Degree in Marketing/Communications or equivalent experience is required.

6+ years of demonstrated experience in supplement or health & beauty products.

Proven track record in marketing. Must be able to demonstrate outstanding marketing skills and potential.

Strong commercial awareness, and in-depth industry knowledge.

Tenacious and resilient, driven to achieve even when faced with obstacles.

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