

Brand Manager (Personal Care)

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Company: Berli Jucker Public Company Limited

Location: Bangkok

Category: other-general

หน้าที่ความรับผิดชอบ

Be responsible for all aspects of Products comprising of project management, marketing plan development, control & evaluation, annual sales budget preparation, A&P control, sales and profit monitoring.

Formulate specific brand strategies and business/marketing plans consistent with overall category strategies

Properly follow up, control and evaluate each marketing activity and promptly propose necessary measure to direct toward the set objectives if necessary

Coordinate and motivate the parties concerned for smooth and effective execution of the planned marketing program within the set deadline

Monitor the market with the specific attention on product's distribution, display, off-take, pricing, product's condition, to propose appropriate corrective measures

Keep up with the economical market situation and competitive activities and propose proper counter action activities if necessary

Initiate concept development for new products and continuously identify market opportunities and propose new product development within the company's objectives & resources, to serve the market need

Monitor progress in product launches; identify task success, program setbacks and failures,

capture learning for future improvements

Work in liaison with advertising agency for proper development of advertising strategy and effectively plan and execute advertising program to achieve the marketing objectives

Be conscious of company and division expense and cost, and try to optimize all kinds of expenditures

Propose the product cost saving whenever the opportunity arises

Effectively plan the production requirement and the consequent optimum inventory level

คุณสมบัติ

Male/Female age between 27-35 years old

Master's Degree in Marketing / Advertising or related field.

At least 5 years experience in marketing or related field (FMCG is preferable)

Good creative, interpersonal, negotiation, and compromising skills

Good planning and management skill.

Good analytical, problem-solving skills

Ability to use personal computer

Good knowledge of written and spoken English

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