

Brand Manager -Personal Care

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Company: Colgate-Palmolive

Location: Bangkok

Category: other-general

No Relocation Assistance Offered

159496 - Bangkok, Bangkok, Thailand

Are you looking to shape a brand's journey and make a tangible impact? We're looking for a Brand Manager/Senior Brand Manager who's ready to take on the challenge of aligning brand objectives with our corporate strategy, driving growth, and connecting with consumers in meaningful ways.

Your Role:

Develop and implement brand strategies that sync with our company's goals, improving brand equity and meeting our business objectives.

Collaborate with the commercial team to spot opportunities and implement plans that drive synergy and growth.

Lead the creation of a brand communication plan, working with various teams to produce integrated marketing communications and content that resonate with our audience.

Work closely with the media team and external agencies to optimize brand presence across various channels, ensuring effective reach, engagement, and conversion.

Lead and optimize the budget for your projects, striving for a positive return on investment.

Keep up with the latest in digital marketing trends and incorporate fresh, innovative practices to boost brand visibility and engagement.

Partner with research, innovation, and cross-functional teams to roll out new products according to the agreed roadmap and strategy.

Lead project teams with agility, delivering local and promotional initiatives that meet business needs.

Apply insights from market trends, consumer behavior, and competitive analysis to inform strategies and achieve goals.

Drive effective Go-To-Market strategies, perfect the 5Ps, and ensure successful product launches.

Generate consumer and commercial campaign ideas and lead all aspects of their flawless execution.

What You'll Bring:

A Bachelor's degree in Business Management, Marketing, or a related field; a Master's degree is preferred.

At least 4 years of relevant experience in brand and product management within the FMCG industry.

A track record of leading brand portfolios and leading all aspects of media activities.

Experience in collaborating with agencies, developing integrated marketing communications, and executing marketing campaigns.

A solid grasp of both traditional and digital marketing channels and consumer behavior.

Strong communication skills in English and Thai, with the ability to convey ideas clearly and persuasively.

A creative mindset that's informed by data and analytics tools like Nielsen and Kantar.

The ability to work as part of a team, lead multiple projects, and meet deadlines.

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