

Category Manager (Personal Care)

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Company: Berli Jucker Public Company Limited

Location: Bangkok

Category: other-general

หน้าที่ความรับผิดชอบ

Lead the development of annual category, channel & POP plan covering assortment, merchandising, pricing, promotion and Trade Spend Framework. The strategies and plans must drive brand growth and share in priority category & channels through availability, visibility and affordability; at the same time, they are aligned with Brand Plans

Provide a channel activity plan, based on given budget and ensure effective implementation and carry out evaluation of in-store national/channel activities

Develop and ensure all POP materials, selling tools, sales presenter and giveaways as well as channel/ customer activities and communication comply to latest marketing plan/ brand guidelines supplied by Marketing

Ensure insights and analysis are timely shared with all relevant functions and used as strategic inputs in New Product, Brand Plans, Channel Strategy and POP Vision and Plans Development

Ensure up-to-date category & channel analysis and competitor understanding shared to team

Recommend channel investment plan according to company objectives and priorities and agree with Sales and Marketing

Control actual spend versus planned expenditure and responsible for evaluation the effectiveness of all in-store national/channel promotion, trade communication, POSM/ sales

support materials and customer activities.

Sign off cycle plan and sales brief materials

คุณสมบัติ

Thai Nationality, Male/Female aged between 27-35 years old.

Bachelor or Master's Degree in Business Administration, Marketing or related field.

At least 3 years in sales, marketing or category management in FMCG

Good command of spoken and written in English and Computer Literacy

Interpersonal, negotiation, and compromising skills

Strong team player, communication and listening skills

Leader , problem-solving skills, coaching and training skills

Good planning and management skill.

Quick conceptual thinker-able to grasp ideas and communicate them effectively

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