

Chief Brand Marketing

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Company: REERACOEN RECRUITMENT

Location: Thailand

Category: other-general

Overview

Salary

45,000 THB ~ 60,000 THB

Industry

Manufacturing(Food)

Job Description

- Responsible for Strategic Brand Management and Integrated Marketing Communication.
- Aid in the creation of marketing and advertising campaigns to strengthen the client's brand identity
- Build relationships with influencers, journalists and media outlets
- Organize events such as product launches, exhibitions and photo shoots.
- Establish and maintain brand budgets
- Provides reporting to allow proper measurement of marketing activities and strategic recommendations based on analysis of ongoing trade and consumer promotion programs.

Qualifications

Requirement

Male/Female, age 30 - 45 years old

Bachelor's degree in related field

Experience 5 years in sales representative and sales executive in manufacturing. (FMCG

products)

Good command in English (Speaking, Writing and Reading)

Have the experience in FMCG products.

Good at presentation skills

Be able to travel to Bangkok sometime.

English Level

Level 3 - Business Level

Other Language

English

Additional Information

Benefit

- BONUS (Approx. 2 - 2.5 months)
- Group Insurance after probation
- Provident fund after one year service
- Car maintenance and fleet card
- Commission (depending on the company's structure)
- Other Allowances

Working Hour

9.00 ~ 19.00

Holiday

- Weekends (Sat-Sun)

Job Function

Sales Engineer

Sales Corporate

Sales Individual

Sales Distributor

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