

Manager, Brand

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Company: RS Pet All

Location: Bangkok

Category: other-general

Job Description

Evaluating and optimizing marketing and pricing strategies.

Analyzing market trends and preparing forecasts.

Increasing brand awareness and market share.

Coordinating marketing strategies with the sales, financial, public relations, and production departments.

Developing and managing the marketing department's budget.

Overseeing branding, advertising, and promotional campaigns.

Preparing and presenting quarterly and annual reports to senior management.

Promoting our brand at trade shows and major industry-related events.

Keeping informed of marketing strategies and trends. Build the effective marketing strategies for our target markets and products/services.

Build strong engagement for our community in all global channels

Implement and monitor social media and communication campaigns to align with marketing strategies.

Plan and create community initiatives to build a stronger and larger community.

Ensure the continuous development and effective delivery of strategic ambitions in a fast paced and changing external environment.

Set and implement social media, content planning, and communication campaigns to align with marketing strategies.

Marketing Manager Requirements:

Bachelor's degree in marketing, finance, business administration, or similar.

A master's degree in a relevant field will be advantageous.

At least two years' experience as a marketing manager.

Extensive knowledge of marketing strategies, channels, and branding.

Superb leadership, communication, and collaboration abilities.

Exceptional analytical and problem-solving skills.

Strong time management and organizational abilities.

Experience in Pet Industry is preferred.

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