

Thailand Jobs Expertini®

Manager, Client Partner, FMCG

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Company: Grab

Location: Thailand

Category: other-general

Life at Grab

At Grab, every Grabber is guided by The Grab Way, which spells out our mission, how we believe we can achieve it, and our operating principles - the 4Hs: Heart, Hunger, Honour and Humility. These principles guide and help us make decisions as we work to create economic empowerment for the people of Southeast Asia.

Get to know the Team

The FMCG team is a young and passionate team responsible for creating impact for our big FMCG partners from acquisition, drive brand growth, account management and retention. We make an impact by being a thought partner with FMCG brands and being the representative among internal stakeholders. Our team is made up of young and energetic crews. If you are looking for a fun and challenging environment, then you should join our team!

Get to know the Role

You will be acting as a leader of consultants to the FMCG (consumer goods) clients, with cross-vertical initiatives across services, from Food, Mart, Ads, to Transport, advising and supporting their businesses objectives, from branding to sales on Grab platform.

Your expertise in client management, sales, and strategic communication will contribute to our continued success in the dynamic world of FMCG.

The Day-to-Day Activities

Cultivate strong relationships with brands and agencies, leveraging your extensive experience in engaging with senior leaders and top-level management

Demonstrate your sales forecasting expertise by providing accurate and insightful projections,

aiding in strategic planning and resource allocation in order to hit revenue target.

Showcase your track record of success by consistently delivering against targets and metrics, reinforcing your commitment to achieving and surpassing objectives

Lead the engagement, investment planning, and campaign executions with priority FMCG partners, in line with the overall GrabFood/Mart strategy

Strategize partnership model and contents, with help of internal data in driving revenue for partners and Grab

Drive results by consistently meeting and exceeding monthly sales targets, showcasing your proven capability in achieving and maintaining ambitious goals

Work closely with internal merchant teams, product teams, and marketing operations team to execute campaigns across, but not limited to GrabFood and GrabMart, including to coordinate with regional counterparts on related clients, initiatives, or product roll-outs

The Must-Haves

Background

Bachelor's Degree or higher in any field (preferably in business, management or marketing)

Minimum 6 years of experience in dealing with major brands. Of great importance is experienced in structuring collaboration terms, securing deals, and collaboration campaign

FMCG, retail industry, or media agency (with related industry) background is an advantage

Excellent communication skills in both written and spoken English, along with presentation skills

Business/Marketing Planning & Execution

The scope involves leading the team in pitching, planning, and executing full funnel of Marketing campaigns from awareness to conversion depending on the partners' objective - this includes in-app and off-app media, consumer experience design (including sampling) and, and consumer incentive plan (to drive conversion).

Ability to understand gaps and opportunities of Grab business from cross functions including Marketing, Operations (drivers and merchants) and vertical strategy teams

Work with Account Management, Marketing, Creative and Demand Planning on campaign execution including creative brief, social media schedule, promotion generation, in-app assets set up, sampling arrangement, for instance

Ability to manage and solve unexpected issues on a day to day basis

Coordinate with partners to ensure accuracy of marketing deliverables

Project Management

Key Account Management: Top Conglomerates / Partners

Project Management: coordinate with highly motivated and diverse internal and external teams including business partners (brands and agencies), Grab core business verticals, marketing, operations, legal, etc to ensure successful execution of partnership initiatives

Performance Tracking / Sales Cadence

Adopt a data-centric approach in all strategies and partnerships' approaches

Measure and track the performance during and post the campaign

Articulate the campaign and performance metrics to senior management of the clients to drive their investment further

Our Commitment

We are committed to building diverse teams and creating an inclusive workplace that enables all Grabbers to perform at their best, regardless of nationality, ethnicity, religion, age, gender identity or sexual orientation and other attributes that make each Grabber unique.

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