



JAC Recruitment

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Indonesia

PR/122283 | Brand Manager

Job Information

Recruiter

JAC Recruitment Indonesia

Job ID

1506471

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Indonesia

Salary

Negotiable, based on experience

Refreshed

November 26th, 2024 10:18

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Job Description:

- Marketing Strategy Formulation and Execution:** Develop marketing strategies and annual plans for the company's liquid milk products and ensure their implementation. Analyze market trends, identify opportunities and threats, and adjust marketing strategies to maintain a competitive edge.
- New Product Development:** Identify and capture new market trends, discovering opportunities for new products. Coordinate with R&D, production, and quality departments to promote the development and launch of new products. Develop marketing plans for new products to ensure their successful launch and rapid market capture.
- Brand Management:** Manage the overall brand of the company's liquid milk products, enhancing brand awareness and reputation. Organize brand promotion activities and implement brand marketing plans.
- Market Research and Analysis:** Conduct market research to understand market demand, competitors, and consumer behavior. Analyze sales data and market feedback, providing market forecasts and product recommendations.
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- Budget Management:** Develop the annual budget for the marketing department and monitor and adjust budget execution. Ensure the input-output ratio of marketing activities, controlling marketing expenses.
- Team Management:** Build and manage the marketing team, cultivating team members' professional skills and

- business capabilities. Establish team performance appraisal standards and motivate the team to achieve goals.
8. **Public Relations and Media Liaison:** Maintain good relationships with media, partners, and other stakeholders. Handle company PR events, enhancing the company's image.

Requirements:

1. Bachelor's degree or above in Marketing, Business Administration, or related fields.
2. Has 8 years of experience in liquid milk industry
3. Ability to communicate in English

Company Description