



PR/122472 | VP Marketing

Job Information

Recruiter
[JAC Recruitment Indonesia](#)
Job ID

1506512

Industry

Civil Engineering and Construction

Job Type

Permanent Full-time

Location

Indonesia

Salary

Negotiable, based on experience

Refreshed

November 26th, 2024 10:20

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 Responsibilities:

- Creating a marketing strategy and plan
- Designing, planning, and executing effective marketing campaigns in line with the plan & determining and implementing metrics to measure campaign effectiveness
- Building brand awareness and generating innovative ideas to promote the brand/product
- Creating content strategies based on business objectives, category focus, and audience segments across all channels (online/offline/social)
- Designing and coordinating promotional campaigns, PR, and other marketing efforts across channels (digital, press, etc)
- Building a high-performing marketing team and ensuring effective coordination with other teams
- Managing and reviewing the marketing budget
- Keeping updated on market trends & competitor strategies

Key Requirements

- You have a degree in Marketing, Business Administration, or a related field
- You have prior experience in a similar role

Company Description