



JAC Recruitment

We are recruitment specialists around the globe

Indonesia

## PR/122283 | Brand Manager

## 募集職種

## 人材紹介会社

ジェイエイシーリクルートメントインドネシア

## 求人ID

1506471

## 業種

レストラン・フードサービス

## 雇用形態

正社員

## 勤務地

インドネシア

## 給与

経験考慮の上、応相談

## 更新日

2024年11月26日 10:18

## 応募必要条件

## 職務経験

3年以上

## キャリアレベル

中途経験者レベル

## 英語レベル

ビジネス会話レベル

## 日本語レベル

ビジネス会話レベル

## 最終学歴

短大卒：準学士号

## 現在のビザ

日本での就労許可は必要ありません

## 募集要項

## 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.
- 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.
- 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

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会社説明