



Brand Manager - Job Description

Overview

JAH Tech is looking for a highly motivated, creative and passionate individual with in-depth experience in retail marketing and sales development, who plays a vital role in the Branding & Marcomm team in marketing and selling the company's products through online and offline channels.

The Brand Manager works closely with the Corporate Branding & Marcomm team in developing and implementing effective marketing communications, advertising & promotions and media relations for the company's products to increase brand awareness, generate sales leads and revenue.

Key Responsibilities

- Responsible for the overall management, direction, control to ensure consistent attainment of marketing & sales.
- To be a full-fledged "brand" manager of the designated brands and be responsible for P&L and budgets.
- Develop marketing strategies and marketing plan, products potential and marketing analysis and creating sales road-map to motivate sales team to generate sales and income.
- Set up sales target both sales in and sales out and plan on sales promotion activities including evaluation on each activity, competitor's analysis and review sales plan periodically in order to catch up with the situation and market demand and adjust sales strategies for objective achievement and recommend appropriate course of action.
- Plan and execute marketing and sales plan under the guideline policy including marketing strategies and plan on annual budget with an objective to achieve sales, maintain and increase customers, generate income and profitable as company and principal guideline.
- Supervise marketing and sales team on relevant marketing and sales activities or initiatives in order to strengthen marketing strategies and achieve the better sales growth of countered-brand products in the responsible portfolio.
- Recommend and implement effective marketing mix for new product that can deliver sustainable competitive advantage
- Generate marketing communication plan and liaise with media agency to gain brand exposure, increase brand awareness and brand equity in condition of cost control within budget and measurable result.
- Social Media Management.
- Drive partnerships with in-store retailers, media and all internal and external stakeholders.
- Develop and execute strong e-commerce strategy.

Requirements:

- Bachelor's Degree or higher in Marketing, Business Administration or related fields.
- At least 3-5 years in marketing experience in Consumer, Healthcare and Beauty Industry (Fragrance, cosmetics, skincare and wellness) and/or FMCG.
- Proficient in spoken and written English & Mandarin with strong writing and proof-reading skills.
- Proficient in MS Office application.
- Able to work efficiently and productively under tight deadlines.
- Excellent time management with strong ability to organize, prioritize and manage multiple duties and assignments.
- Result-oriented, initiative, strive for success with a strong sense of entrepreneurship.
- Has experience in P&L analytical role.
- Able to work independently as well as able to work with the team.
- Demonstrates ability to lead and direct sales & marketing personnel for success.
- Good appearance, mature, high self-motivated, ambitious and well organized with strong interpersonal skills.