

JOB POSTING TEMPLATE

Date:	<u>2023</u>	Function:	<u>Marketing</u>
Job title:	<u>Senior Manager, Branding and Campaign</u>	Manager title:	<u>Head of Branding and Channel Marketing</u>

Job purpose

The job holder is responsible brand building including setting a strategic direction for marketing initiatives/campaign, developing brand campaign (including comm & media framework) to build brand awareness; and overseeing the integration execution of marketing campaigns

Major accountabilities

Strategy <ul style="list-style-type: none"> Plan, create, and oversee the implementation of a comprehensive marketing strategy, with the focus on increasing brand awareness and boosting sales and conversions Perform in-depth market research and leverage consumer insights to provide brand positioning recommendations and create a Unique Sales Proposition (USP) that will help differentiate our brand from competitors. Monitor ad budget spend and set and track campaign KPIs to measure the effectiveness of our paid advertising initiatives 	30%
Implementation <ul style="list-style-type: none"> Develop creative brief or creative concepts for brands initiatives/campaign Develop communication & media framework for brand initiatives/campaign Liase with internal stakeholders (team Creative, PR, Digital) & external stakeholders (agencies, freelancer, artist) to deliver expected production of brand asset, media/digital performance Oversee the design and development of marketing collaterals, such as creative assets (clips/photo), promotional emails, banners, pop-ups, landing pages, social media posts, and paid ads Manage all brand promotions for the company, including paid media, PR, social media advertising, and sponsorships 	50%
Team management & collaboration <ul style="list-style-type: none"> Provide leadership & guidance for deliverables as well as development for brand team Integrate with other functions of Marketing (Creative, Events, Corp Comm & Digital, Channel Marketing) to build integrated plan Collaborate & build relationships with internal stakeholders (HR, distributions channels, CX, etc) to build a coherent image of brand 	20%

Specialized knowledge

- Proficient in all Microsoft Office applications.
- Excellent communication, problem-solving, and organizational skills
- Excellent creative skills (content base)
- In-depth knowledge of the user journey and proven ability to create an effective marketing funnel, brand building, campaign building & brand measurement (brand health, segmentation, market research)

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Problem solving

- Critical thinking in translating business objectives to marketing objectives
- Think fast & flexibility in changing environment & requirements to come up with solutions
- Effective verbal and written communication skills
- Time management and multitasking skills with the ability to prioritize tasks for reporting team
- Flexibility in people management : including developing & task assignment on people's strength

Education and experience

- Bachelor's degree in Communications, Marketing, English, Journalism, or related field.
- Experienced in brand building, and communication or creative.
- Experience in people management
- 8-12 years of experience, or an equivalent combination of experience and education.

Communication scope

- Collaborate & build relationships with internal stakeholders
 - Regional marketing team
 - Functions in the organisation: HR, Finance, distribution functions, product
- Lead projects with external stakeholders: agencies, freelancer, artists, consultants

Management scope

Total number of direct reports: 3

Total number of staff managed (direct and indirect):