

Brand Specialist [HCM]

Mức lương: Thương lượng

Địa điểm làm việc: Văn phòng Đại diện Miền Nam

Phòng ban: Marketing

MÔ TẢ CÔNG VIỆC:

- Responsible for analyzing existing assortment /launching new products/communicating promotion
- Develop and implement marketing campaign for category/brand/products to raise awareness and push sale out
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- Prepare and execute MKT plan for online - offline channels
- Communicate and cooperate with related departments and monitor the implementation of consistent messages on Website, Digital advertising, Event, Promotion, PR...Control and manage project budget and ensure marketing spending effectiveness
- Track KPIs and report performance, evaluated the effectiveness of the campaigns
- Follow and update with market trend, competitors' activities, products news,... and propose action plan for brand enhancement to create more sales opportunities
- Follow up and fulfill requirement of company policy with regards to administrative work in implementing marketing activities
- Other related responsibilities as assigned by line managers

YÊU CẦU CÔNG VIỆC:

- Male/Female. Age from 22-27
- Degree in marketing or related field. At least 2 years working experiences at planner position or marketing executive
- Have experience in ecommerce/retail chain
- Have a good understanding of ICT products. Knowledge about gaming gear – PC components - Laptops is an advantage.
- Have basic knowledge of 360 Marketing (Digital Marketing, PR, Trade Marketing...)
- Have a good attitude of problem solving and always maintain result-oriented mindset
- Be punctual, honest and cooperative

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