

FRESH GRADURATE OVERVIEW:

The Fresh Graduate Program brings you an enriching 9 months Fresh Program. Freshers will receive unique insight into the prestige beauty industry, stretch their learning and talent to unleash their potential through challenging business projects and build a personal development plan.

POSITION SUMMARY: Consumer Marketing Fresh Graduate

Consumer Marketing Fresh Graduate role provides you with a holistic understanding of the Consumer journey with building and driving the 360° marketing plan across all media channels.

ACCOUNTABILITIES:**1. Drive Earned Media Value**

- Coordinate with relevant stakeholders to build the 360° marketing plan for the Earned media strategy.
- Defines the target consumer profile(s), adapting business guidelines to local opportunities.
- Translates local consumer insights into marketing opportunities.
- Defines how the Consumer Journey(s) should look.

2. Strategy Insights and Solutions

- Identify, quantify and propose opportunities that drive local relevance.
- Manage category reviews and review market trends, to identify opportunities or threats.
- Evaluate and share findings on market trends to identify market-specific needs.
- Manage necessary analyses on a regular and consistent basis.
- Actively participates in cross brand marketing meetings to share ideas and challenges.

3. Customers

- Regularly connects with consumers, actively seeks insights and data that could inform choices/decisions.
- Seeks to understand the core consumer's motivations.

QUALIFICATIONS:

- Education: Degree in Marketing or Equivalent
- Certificate: IELTS 6.5 and above

JOB RELATED SKILLS

- Fluent in English
- Excellent computer skills, including in Microsoft Outlook, Word, Excel, and Power Point
- Strong digital understanding
- Excellent analytical skills.