

Marketing Director

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Company: TalentViet

Location: Vietnam

Category: other-general

Job Description :

Report to: CEO

- Handle assigned category.
- Define category growth strategies, build short term and long term plans and propose tactics to achieve growth targets, delivering volume, market share. Finalize the budget allocated by brand within category
- Establish and manage the annual plan of category. Ensure the brand goals and initiatives are in line with category strategies.
- Define category growth targets and consolidate, allocate the brand growth target within category.
- Oversee the brand management in the category and is responsible for overall category achievements that
 - includes the volume, revenue, market share, brand equity as well as profit and loss of category.
- Lead, guide, mentor and prioritize the work of brand managers; ensure the appropriate tools for developments are readily available for execution.
- Monitor the industry and competitive landscape to ensure category offerings continually possess competitive advantages.
- Manage the SKU rationalization and brand prioritization efforts in the category
- Identify cross-leverage opportunities of brands in the category and lead the initiatives in joint brand promotions/program to achieve better business results.

- Drive the evaluation of financial returns on marketing spend.
- Follow up and ensure DME used effectively and efficiently within category
- Ensure cross function coordination between marketing and interfacing departments and monitors brand alignment throughout the organization.
- Provide category achievement progress to CMO and other top management

Job Requirement :

- University: Major in Marketing field (MBA preferred) with 3 to 4 years in Marketing Manager/Marketing Director position in FMCG
- Beverage preferred with good achievement and strong leadership
- Strategic thinking
- Category Management
- Brand Management
- Consumers Understanding
- Product and brand concept development
- Market Segmentation knowledges
- GTM understanding
- Media skills and research skill
- English is a must

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