



Careers

Brand Executive

Duties and responsibilities:

- Coordinate with the appointed advertising agency on brand communication materials designing in accordance to project basis and do the necessary follow-up to complete the projects/assignments.
- Event planning i.e. coordination with organizer for effective execution. Internal coordination with various internal departments in particular Sales on logistic control, Accounts and Admin for general Administration task and support. Actively involved in negotiation of marketing plan that benefits the Company.
- To take part and work hand-in-hand with Sales dept in ensuring efficient coordination of work flow involving sales promotion activities and road shows.
- Implementation of Marketing activities and provide supporting role to ensure successful completion of projects set by Branding and Sales Dept.
- Work closely with purchasing dept on sourcing of merchandise for promotional use.
- To constantly brainstorm and come-up with plans, sales promotion mechanics that would touch-base with B2C customer that would bring about increase in sales turnover.
- Plan and scheme activities that would build closer relationship with retail customers.
- Participate actively in Company's initiated activities such as those with social responsibilities in mind.
- Involve in general administrative tasks in the Department.

Requirements:

- Candidate must possess at least Advanced Diploma / Degree in Public Relations / Marketing or related field.
- Required language(s): Bahasa Malaysia, English. Must possess good writing skills.
- At least 1 year of working experience in Brand support and promotion is required for this position.
- Candidate with working experience in advertising agency or public relations is an added advantage.
- Candidate with knowledge in Brand Management and Graphic Designing also has added advantage.



Careers

- Proven ability to work independently with minimum supervision, able to work under pressure and provide effective leadership to the team
- Aggressive, self-motivated, result-oriented, excellent interpersonal skills and a good team player.
- Clear mind set with strategic thinking , responsible and a passion for achievement.
- Preferably permanent resident in Malaysia.
- Able to handle MS Office applications, especially MS Powerpoint and Excel.
- Familiar with basic Graphic Designing software in an added advantage.

Candidates who are interested in the position, please send your resume to job@fresh.com.my or call 04-3333 388 for further information. Only shortlisted candidates will be notified.