



Careers

Brand Manager

Duties and responsibilities:

- Lead and support brand vision, brand position, brand architecture to achieve business goals for the brand.
- Responsible for developing and executing projects and initiatives to support short to long term marketing strategy for local (Pacific West Malaysia, Subi Malaysia, PacWest Singapore) and export markets.
- Develop growth targets, business objectives and brand strategies for local (Pacific West Malaysia, Subi and PacWest Malaysia (SG) and export markets that align with global business plan.
- Oversee all marketing and advertising activities to ensure consistency with product line strategies.
- Lead Creative development and create motivating stimulus to get targeted population to “take action”

Team Management

- Plan, monitor and constantly reviewing branding team performance and updates for all categories:-local, overseas and global projects.
- Ensuring branding team perform all marketing & branding plans (local, overseas and global) set in timely manner within stipulated budget
- 1-1 coaching and mentoring reporting line to develop their skills

Business and Financial Analyst

- Analyse consumer trends and information to help identify product categories for business and brand growth.
- Using analytical skills to drive the right decision on product design – pricing, trade strategy, competitive defense and branding communication

Project:

- Representing the brand and company to network and open new marketing and branding opportunities for the brand and business.
- Managing adhoc projects to support the company needs and growth



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To be successful in this role, you will need to:

- Possess at least Degree in Business Studies/Marketing in related field or equivalent.
- Has retail management experience in relevant working environment.
- Those experienced in Corporate Branding is encouraged to apply.
- Excellent in communication and presenting skills.
- Good in IT skills – Microsoft Excel/PPT/Word.
- Familiar with digital skills - social media, online marketing, SEO, E-Commerce Platform, etc.
- Strong leadership skill
- Possess high level of creativity & strong multi-tasking skills.

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.