

# VACANCY NOTICE

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|-----------------|--------------------------------|
| <b>POSITION</b> | <b>MANAGER, BRAND STRATEGY</b> |
| <b>LOCATION</b> | <b>SHAH ALAM, SELANGOR</b>     |
| <b>INDUSTRY</b> | <b>EDUCATION</b>               |
| <b>TYPE</b>     | <b>FULL TIME</b>               |

## JOB SUMMARY

Your main responsibilities and agreed outcomes to be achieved over the next 12 months are as follows but not limited to:

- Work with leadership to establish brand guidelines, metrics, and standards
- Build, strengthen, and amplify company's brand awareness with all audiences, including consumers of our products and services, employees, stockholders, vendors, and communities
- Work with cross-functional teams to establish and articulate our brand promise, and ensure that all products, services, and communications consistently reflect that promise
- Developing brand architecture, positioning and strategy.
- Ensure compliance with brand standards across all media for our proprietary and trademarked products and designs
- Design and monitor business performance goals to drive brand awareness
- Analyse brand positioning and consumer insights
- Shape and communicate our vision and mission
- Translate brand elements into plans and go-to-market strategies
- Lead creative development to motivate the target audience to "take action"
- Measure and report performance of all marketing campaigns, and assess ROI and KPIs
- Monitor and analyse market trends, research consumer markets and competitors' activities
- Oversee new and ongoing marketing and advertising activities
- Conducting extensive primary and secondary research.
- Align the company around the brand's direction, choices and tactics
- Monitor the quality and integrity of our products and services, and respond as needed to ensure brand alignment
- Collaborate with various team members and monitor and ensure compliance to service objectives and provide required education for all brands.
- Manage a team of people working on brand research, initiatives and creative

## JOB REQUIREMENTS

- Proven experience as a product development and event or similar role
- Proficient in MS Office and social media
- Familiarity with project management software and video/photo editing is a plus
- Strong communication ability (oral and written)
- Excellent organizational skills
- Ability to work well under pressure
- Creativity and problem-solving aptitude
- BSc/BA in Marketing or Business - related field or equivalent required.