

Regional Brand Manager

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Company: Michael Page

Location: Taiwan

Category: other-general

About Our Client

Our client is one of the largest medium-sized family companies in consumer market. They are now looking for a Regional Brand Manager to oversee their assigned brand for the Asian region.

Job Description

Assist the Head of Marketing in crafting and implementing comprehensive marketing communication and media strategies that align with the brand's objectives, utilizing both traditional and digital channels relevant to specific markets to foster sustainable brand growth.

Conduct thorough market research to comprehend consumer behavior, market trends, and competitor activities. Analyze data to make well-informed decisions regarding brand positioning and strategy.

Collaborate with creative and media agencies to create and execute impactful, localized content and assets, adhering to brand guidelines and complying with local regulations.

Monitor brand performance consistently, utilizing available market data to make timely adjustments to the brand communication and media strategy for maximum impact.

Define the positioning of both existing and new products, outlining target audiences, promotional strategies, and key messaging.

Develop and oversee the brand budget plan, ensuring that marketing expenditures stay within the agreed media ratio for each market.

Foster close collaboration with various stakeholders, including internal and global Marketing teams, Sales teams, and external agencies, to accomplish brand and company objectives.

The Successful Applicant

Possess a Bachelor's degree in Marketing, Business, or a related field.

Have a minimum of 3 years of experience in brand-building within a Multinational FMCG Company.

Demonstrate a thoughtful and analytical approach to engaging with consumers, problem-solving, and managing stakeholders.

Showcase exceptional communication skills, with a keen eye for detail and creative finesse.

Flourish in a fast-paced environment, adept at navigating and succeeding in ambiguous situations.

Exhibit an international mindset, a positive 'can-do' attitude, and a passion for continuous learning.

Must be fluent in English and Mandarin.

Display flexibility for international travel as required.

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