

Senior Brand Manager

Company

Our client company is a leading distributor of imported food products in China with a portfolio of about 50 world leading brands from 14 different countries

Responsibility

Defining and implementing the marketing strategy for a category (cream), lead and empower his/her team, with a goal of achieving sustainable development of sales, market share and profitability.

Main tasks:

- Studying the direct and peripheral market environments, direct and indirect competition, distribution and consumers
- Conduct research survey with a research agency, identify insight and recommend action plan (portfolio, services...)
- Recommending and implementing the marketing strategy within the framework of group procedures (LTP, budget)
- Developing the category and the brands as part of a business model. Imported brands.
- Constantly assessing the relevance of the mix of brands under his/her responsibility and constantly adjusting each component if necessary
- Ensuring maximum consumer satisfaction, bringing attention to quality and product issues
- Drawing up the annual marketing plan and implementing actions in a coordinated manner
- Managing activation (event, demonstration organization...)
- Reviewing and analyzing results of marketing campaigns
- Lead strategy, the content and weekly work with the Digital communication agency
- Developing new products with the constant aim of profitable innovation in liaison with the French subsidiary, from identifying or challenging the concept / exploration phase to preparing launch phases
- Recommending means / resources and service providers and coordinating their work
- Managing, leading and empowering his/her team (2 people)
- Contact Window of the group subsidiaries (manager level)
- Daily work with the other departments: Trade Marketing / Sales team / Chef team... and regular contacts with clients

Requirement

- The candidate should at least know the process of NPD with good project management and time management.
- The candidate should have both French culture and Chinese market knowledge, speak French language (both written and oral).

Please send your resume to: sh-recruitment@ccifc.org