

上海万宝盛华人力资源有限公司四川分公

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[https://www.100test.com/kao\\_ti2020/490/2021\\_2022\\_\\_E4\\_B8\\_8A\\_E6\\_B5\\_B7\\_E4\\_B8\\_87\\_E5\\_c123\\_490044.htm](https://www.100test.com/kao_ti2020/490/2021_2022__E4_B8_8A_E6_B5_B7_E4_B8_87_E5_c123_490044.htm) 职位描述：Job Responsibilities:1.To ensure and monitor profitable growth of the Chinese brand portfolio.2.To develop and implement the Chinese local brands portfolio strategies and major communication campaigns.3.To be responsible for new product, new packaging developments for local Chinese brands.4.To build the marketing set-up, brand management system and the marketing intelligence system for the JV breweries in West China5.To establish market, consumer and brand tracking systems to monitor brand performance and the effectiveness of the communication campaign.6.To recommend changes in strategy, brand positioning, new product, packaging, pricing and communication program based on market research findings and competitive activities.7.To monitor and ensure the implementation of the local brand strategy and marketing plan are in line with the group ' s global marketing strategy.8.To be responsible for leading core marketing projects such as channel segmentation, corporate identity and PR program, brand equity development, regional brand development, marketing strategy development, new product range, advertising agency management, brand portfolio development and assessment of advertising efficiency etc.9.To be responsible for evaluating and approving the annual marketing budget and marketing plan for local

brands.10.To provide continuous training to maintain a highly competent and efficient brand management team.11.To participate in due diligence study in brewery acquisition and merger projects, if needed. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)