

广州市艾思林柯咨询服务有限公司brandmanager(职位编号:AL-BM-BJ) PDF转换可能丢失图片或格式，建议阅读原文  
[https://www.100test.com/kao\\_ti2020/490/2021\\_2022\\_\\_E5\\_B9\\_BF\\_E5\\_B7\\_9E\\_E5\\_B8\\_82\\_E8\\_c123\\_490828.htm](https://www.100test.com/kao_ti2020/490/2021_2022__E5_B9_BF_E5_B7_9E_E5_B8_82_E8_c123_490828.htm) 职位描述：

Responsibilities:-Provide effective brand management for the assigned brand including budgeting, research and new product development, advertising and consumer promotion, fundamental market and category research, pricing and distribution strategy etc.-Prepare and implement A distill strong consumer insights by working closely with marketing research teamRequirements:-Bachelor degree or above in marketing or business administration-More than 8 years brand marketing experience at reputable foreign FMCG companies, advertisement or market research agencies-Excellent interpersonal skills, logical and creative thinking-Strong planning, data analysis and presentation skills-Energetic, initiative, open-minded and result oriented-Good command of English and MS Office-Able to undertake pressure  
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