

广州市艾思林柯咨询服务有限公司brandmanager(职位编号:AL-BM-SH) 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\\_490830.htm](https://www.100test.com/kao_ti2020/490/2021_2022__E5_B9_BF_E5_B7_9E_E5_B8_82_E8_c123_490830.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 administrationMore than 8 years brand marketing experience at reputable foreign FMCG companies, advertisement or market research agenciesExcellent interpersonal skills, logical and creative thinkingStrong planning, data analysis and presentation skillsEnergetic, initiative, open-minded and result orientedGood command of English and MS OfficeAble to undertake pressure

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