

Business Manager Swisse Indonesia

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Company: Dexa Group

Location: Indonesia

Category: other-general

Business Manager Swisse Indonesia is responsible to develop and implement Swisse Global business strategy for Indonesia and to coordinate the overall brand strategy with local operations, finance, marketing, and administration

Responsibilities Improving brand presence and campaign execution across trade through excellence in in-store planning, execution, and tracking in alignment with the annual marketing priorities

Leading the brand initiative through online platform – ecommerce; working together with digital agency in campaign development plan & execution

Create effective retail marketing strategies to boost product visibility and consumer interest

SPG Management – to ensure the brand strategy implementation in MT channel

Responsible in optimize the spending and manage the trade marketing budget

Qualifications Bachelor Degree in any major

Experience at least 3 years as Trade Marketing / Key Account Manager / related

Experienced in manage consumer health products

Experienced in manage MT channel & familiar with trade marketing

Strong in Sales but also has background in Marketing/brand management

Placement : Head Office, Bintaro

Job Info Job Identification 2170

Job Category Sales, Marketing & Product Management-Product Marketing & Management

Degree Level S1/Bachelor Degree

Job Schedule Full time

#J-18808-Ljbffr

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