



PT. Hawley & Hazel Distribution Indonesia Job Description

Job Title : Brand Executive (6 months) Work Base : Indonesia
Job Level : Executive Function : Marketing
Reports to : Country Manager Indonesia

PURPOSE

Responsible for supporting Country Manager in implementing & executing Brand Marketing plans for Darlie business in Indonesia.

MAJOR RESPONSIBILITIES

- Support Country Manager in the day to day Marketing operations in Indonesia
- Implement marketing plans & strategies, administers them, and recommends changes and improvements where necessary to ensure achievement of established goals/objectives within the budget
- Execute and administer all Brand Marketing activities (both digital and non digital) and manage local adaptation necessary
- Work closely with internal counterparts (Sales and Supply Chain) to translate marketing strategy into executional commercial action plans
- Main liaison with external agencies/vendors to ensure briefs are clear and plans are executed within given timeline
- Analyze and evaluate ongoing sales performance and e-commerce platform data to improve and implement marketing plans and programs that reflect and adapt to changing market dynamics
- Regularly provide brand performance & business analysis to CM
- Perform any ad hoc assignments given by the Company

RELATIONSHIPS

- Report directly to Country Manager Indonesia
- Communicate and co-ordinate with Regional & Local Supply Chain, Finance, Regional & Local Marketing, Sales team and Admin

QUALIFICATION/ EXPERIENCE

- Minimum 2-3 years in Consumer Brand Management, media/agency or promoter management
- Bachelor degree with major in marketing, business administration, or any other field
- Good interpersonal and communication skills
- Pro-active & self-motivated team players with multi-level within the organization
- High sense of urgency
- Analytical mindset
- Good user knowledge of MS Office Powerpoint, Excel & Word

COMPETENCIES

- Time management and ability to handle multiple projects at same time
- Strong communication and interpersonal skills
- Planning and organizing, prior experience in managing changes
- Initiative, self-discipline and result-oriented
- Presentation skills