

# Brand & Communications Specialist

JD

---

## Key Roles

### 1. Market Research

Conduct market research to assess market opportunity, identify customer behaviors and insights

Keep knowledge at the forefront of current and future industry thinking

Constantly keep up to date with products and services, industry innovation and thinking, media owners deals/offers and apply knowledge to support team in delivering brilliant client solutions

Provide research and analysis to manage various issues that arise in the execution of the tactical media plan

Research and summarize existing identity/creative graphic design for references of creative teams

### 2. Brand & Media Plan Development

Assist B&C Director in creating and supervising brand plans: brand strategy, brand positioning, and generating brand idea, naming and messaging of new products

- Collaborate in activities such as forecasting, brand/ product positioning, creative concepts, collateral creation and packaging
- Collaborate in accessing and analyzing internal brand's information from top leaders of client's brand

Develops and maintains the tactical Media Plan

- Working with the B&C Director, as well as implementation groups, develops budget allocations across media, media mix scenarios
- Provides day-to-day direction to implementation groups for the tactical plan
- Work collectively with B&C Director to generate innovative and on brief integrated media solutions
- Develop ideas that will bring the strategic concept alive in all media channels
- Help to develop media strategy in line with the overarching comms strategy while demonstrating creativity, innovation
- Help to develop launch programs to drive brand awareness and product penetration

### 3. Client services

- Assist in the development and execution of pricing, media plan pitching, reimbursement and contracting strategies & implementation.
- Provide exact brief and direction to development teams

## Basic Skills

- Solid understanding of new brand development and existing brand management & renovation, experienced with management & allocation of across media channels
- Understanding of owned/earned/paid channel management
- Experienced at both brand strategic planning and execution
- Exposure to and understanding of creative conceptualization, brand idea's generation and media mix planning
- Previous foreign media agency experience

## Personal Specification

- Solid brand communication skills across all levels
- Analytical
- Project management experience
- Strategic thinking
- Strong interpersonal and presentation skills
- Creative and innovative thinking
- Planned and organized – attention to detail, good sense of art
- Strong interpersonal skill, good at managing client relationship