

JOB DESCRIPTION

Senior Marketing Specialist

COMPANY	NDH CONSULTING	LOCATION:	4 TH FLOOR, 1C NGO QUYEN, HANOI
DEPARTMENT	Marketing Advisory	REPORT LINE	Reporting to CEO
TIME	JAN 2016		

Key Roles

Marketing jobs

- Work closely with marketing teams in clients' company ("*local teams*") to develop and/or launch programs to create marketing plans and supervise those teams to ensure that the marketing plans be executed as previously set up.
- Coach local teams with plan development to drive brand awareness and product penetration.
- Ensure implementation of strategic brand solutions in other subsidiaries' marketing department
- Develop marketing innovation for established brands in other subsidiaries' brand portfolio.

Research

- Conduct market research to assess market opportunity, identify customer behaviors and insights
- Keep knowledge at the forefront of current and future industry thinking
- Be aware of 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

Brand & Media Plan Development

- Collaborate in creating and executing launch plans for new products: Leads branding, positioning, naming and messaging of new products
- Collaborate in activities such as forecasting, branding, product positioning, creative concepts, collateral creation and packaging

- Develops and maintains the tactical Media Plan:
 - Working with the Brand & Communications 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 Brand & Communications Director to generate innovative and on brief integrated media solutions
 - Develop ideas that will bring the strategic concept alive in all media channels
 - Support the communication planning team and help to develop media strategy in line with the overarching communication strategy while demonstrating creativity, innovation

Client services

- Assist in the development and execution of pricing, reimbursement and contracting strategies
- Provide exact brief and direction to development teams

Basic Skills

- Solid understanding of market research, marketing, 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 marketing & brand strategic planning and execution
- Exposure to and understanding of creative conceptualization, brand idea's generation and media mix planning
- Previous Brand manager or brand/media agency experience

Personal Specifications

- Solid brand communication skills across all levels – internal and external
- Detail-oriented, numerate and analytical
- Project management experience
- Strategic thinking
- Strong interpersonal, presentational skills, good at managing client relationship
- Creative and innovative thinking
- Planned and organized – attention to detail, good sense of art