



Job Opportunity for Position: VP of Marketing Division (Job ID 3569)

Our Client is major leader in the restaurant business in Thailand and receives frequent recognition for the quality of its food and high management standards.

- Employment Type: Permanent; Restaurant Business
- Work Location: Head office, Bangna Bangkok Thailand
- Working hours: 8:00 – 17:00hrs
- Working days: Monday – Friday

Responsibilities:

- Create a long-term comprehensive marketing strategy and roadmap with the goal to increase sales and enhance all the Company brands
- Control marketing budgets and effectively allocate resources amongst projects
- Project sales forecast with Operations and Accounting teams and ensure target is met
- Supervise the conduct of market and competitor research and analysis to keep abreast of trends and integrate findings into long-term brand strategy. Explore new ways to engage and identify new networks to reach our target audience
- Formulate a communication and PR strategy along with selecting partner agencies. Collaborate with both internal and external partner to grow THE COMPANY brands
- Identify the direction for the company's brand image development, defining PR activities, sponsorship marketing, collaborating with CSR and executing integrated campaigns through various channels and media including online. Offline, above the line, below the line and digital channels
- Design and implement CRM strategy and work collaboratively with a variety of people cross-function to build mutual understanding and form action plan
- Identify and execute LSM strategy with a goal to increase specific provincial and regional sales
- Collaborate cross-function with R&D and Operations team to set brand objective and identify marketing strategy
- Conduct sales analysis and marketing activities monthly to assess and propose action plan that coincides with marketing goals
- Plan, monitor and evaluate promotional campaigns through all channels e.g. online and offline channels and all media e.g. above the line, below the line, digital, LSM, delivery
- Formulate marketing plans for THE COMPANY in overseas market
- Lead and stimulate the team to achieve marketing, product development and sales enhancement goals.
- Define KPI for team members in alignment with annual marketing goals
- Attend and contribute to all meetings, activities, and training sessions as required
- Maintain strong, professional relationship with relevant business partners
- Ensure high standards of personal presentation and grooming
- Actively participate in all organizational and employee engagement activities
- Carry out any other assignments assigned by the CEO from time to time

Requirements:

- 10+ years' experience in managing a Marketing team, previously influenced senior managers and driven a marketing strategy
- A minimum of MS degree in Marketing or Management-related field with strong proven records of marketing knowledge and skill
- Experience in both above-the-line and below-the-line marketing along with integrated marketing campaigns such as PR, CSR, CRM, LSM, previously managed mass and digital media
- In-depth knowledge in market research, market analysis, sales strategy and QSR

Skill & Experience

- Can quickly establish credibility and respect and build strong working relationships with department managers. Demonstrates maturity, professionalism and will to lead
- Actively supports and develop team members, quick to identify and solve issues
- Able to work to deadlines and generate pragmatic solutions to changing situations and complex problems as they are presented
- Results-oriented and passion to deliver the best performance. Strong analytical and presentation skill
- Foster a fun and collaborative working environment
- Ability to travel up-country and overseas some of the time
- Proficiency in Thai and English. Computer literate

Interested, please send full CV to paul@omni-interconsult.com or visit www.omni-interconsult.com