



Job title	Brand & Digital Marketing Strategy Manager
Reports to	CMO
Location	Bangkok, Thailand

Duties and Responsibilities

- Drive brand and digital strategy discussions of our business unit portfolio to uncover huge business needs and opportunities in different AEC markets
- Uncover social insights and develop digital solutions that drive the key business goals while maintaining a high bar for creativity
- Partner with others on the team, and also in the marketplace, to make your and their ideas shine, leveraging best practices to all campaigns and creative executions
- Be a thought leader on how the group is fundamentally changing brand and direct response marketing, taking advantage of both strategies when applicable
- Work with Product teams on platforms to learn and use new product solutions driving timely innovation and relevance for global clients on local markets
- Continually inspire our partners with a vision for their brands, game-changing ideas and plans to get them executed.

Candidate Profile

- Experience developing strategically grounded, brilliant creative
- Articulate with critique of both strategic approach and aesthetic execution
- Excellent storytelling, verbal and written communications skills
- Able to think big and apply that to the wide range of opportunities – from individual campaign ideas to full on, long-standing content franchises
- Entrepreneurial – this team is inventing everyday and it takes tenacity, bravery and the ability to see the big opportunities to thrive
- Strategic – Deep understanding of brand marketing and how to build brilliant strategies across multiple verticals
- Creative – Able to think big and apply that to the wide range of opportunities – from individual publishing ideas to campaign ideas to full on, long-standing platforms
- A strong passion for people and desire to uncover consumer behavior, to help our global clients connect with customers in an impactful way
- 5+ years of experience in brand marketing/advertising
- Bachelor's degree or equivalent
- Experience with Keynote and PowerPoint. Experience with InDesign, Illustrator, Photoshop a plus

Approved by:	(on behalf of CEO)
---------------------	--------------------