



<b>Job title</b>	Brand Communication Manager
<b>Reports to</b>	Head of Trade Marketing
<b>Location</b>	Bangkok, Thailand

### Company Descriptions

The leading brand of cut crystal, and as the partner of visionaries.  
Become part of a tale of tradition and success that stretches back to 1895, and at the same time begin writing your own!

### Job Purpose

A brand and communication manager is responsible for developing and managing the execution of brand strategies across our business with focus on delivering unique brand values to all branding partners and channel partners  
(Crystals from Swarovski, ODP, Branding for indirect channels, Create your style etc.)

Through engaging and building brand offline and online, he/she is accountable for inspiring, educating and creating 360-degree strategy, support and executions for Swarovski brands and its partners in all responsible region; Thailand, Vietnam, Cambodia.

### Duties

#### BRAND MANAGEMENT

1. Master in all SP branding programs and poses in depth knowledge of each branding program, its materials and guidelines
2. Create high-level yearly strategy around global brand calendar and work with local and global team to establish key brand priorities and stories.
3. Collaborate with HOTM, trade marketing manager to manage strategic growth and development of all

branding program – analyses, develop, budget, execute evaluate and report on;

- Product brand
- Ingredient brand
- Branding for indirect channel (ODM, CYS, AW, AR etc.)

4. Drive brand sales as a part of overall business objectives; identify and seize opportunities with the right partners.

5. Ensure that all branding executions add values to partners and the company

6. Oversee all branding and communication for both internal use and for branding partners to ensure appropriate reflection of company's brand values and consistent messaging within global guideline.

7. Develop brand support materials and training for both internal and external parties.
8. Take care and keep track of all branding partners' activation/deactivation of contract and sales agreements.
9. Responsible for Branding POS material management e.g. updating, communicating to peers, ordering, stock keeping and forecasting to ensure efficient allocation for customers/team.

## **COMMUNICATION**

10. Proactively responsible for developing relevant communication strategies and contents for TMK activities e.g. launches newsletter, Segment initiatives etc.
11. Act as a main point of contact for press, media etc. to cultivate and enhance collaborative working relationship with them.
12. Collate, analyses and communicate media coverage to all relevant parties (sales, marketing, customers) as a part of internal/customer marketing.
13. Compose and edit press releases, position statement, Q&A, media briefing and press kit.
14. Be a proactive member of the global marketing & communications community, actively participating and sharing best practices.
15. On-going managing and monitoring of key marketing and communication agency relationships and performance.
16. Responsible to source, negotiate and purchase ethically from both local and oversea vendors to serve company objectives.
17. In charge of daily operational purchasing of his/her own function such as planning, issuing and following up on PO/PR deliveries and shipment schedules as well as resolving quality, service and invoicing issues with vendors. E.g. magazine, photographer, video grapher, on-line agency etc.

## **DIGITAL COMMUNICATION**

18. Work closely with HOTM, market manager and on-line agency to develop strategy for all Swarovski on-line channels; local Facebook, blog, email marketing.
19. Leverage social media channels and online tools for maximum impact to create more brand values and sales leads for Swarovski and branding partners.
20. Maintain online content guidelines and content governance structure for various digital channels.
21. Write, edit, re-purpose and deliver a wide variety of content for digital channel, liaising with internal team and online agency.
22. Provide – adhoc editorial support to internal team.
23. Provide advice and support to internal team and customers on digital marketing and tools to help raise awareness across the network.

## Major Challenges

1. Develops and execute creative and effective branding and communication strategies focusing on trade marketing with given resources.
2. Creates tangible and sustainable values for Swarovski brand in the eyes of customers to increase and sustain customer loyalty.
3. Balances between budget spending and return on investment both short term and long term.
4. Receives support, collaboration and positive reception from the team, especially sales team and market manager in developing marketing campaign and strategies through superb communication and team work.
5. Works against tight timeline, and elevated workload (at times) whilst keeping high quality level output.
6. Takes ownership in all assigned project. Pro-actively works to ensure the success of each project/activities regardless of all obstacles.

## Requirements

- EDUCATIONAL REQUIREMENTS: MASTERS DEGREE
- YEARS OF EXPERIENCE: 5 - 8 years Senior Level
- LANGUAGE SKILLS: Local Language + English (if English not local)

Other (please list): ...

- Minimum of 5 years' professional experience in marketing communication and/or brand management
- Minimum 1-3 years of experience in digital marketing with focus on content development and digital strategies.
- Has analytical skills and ability to balance creativity, technology and bottom line business needs.
- Hand-on experience with inbound marketing system and familiarity with marketing automation practice.
- Ability to forge relationship with media
- Expert knowledge in latest digital and social media technology and channels and how to best leverage for marketing programs as part of an overall business strategies.
- Copy writing and copy editing skills.
- Poses high level of strategic and analytical thinking skills.
- High level of flexibility with Can-Do attitudes.

- Ambitious for continuous career development and is a keen/active marketer.
- Pro-active working style with a good team spirit and superb interpersonal skills
- Highly responsible and takes ownership in ensuring the success of assigned tasks.
- Creative and passionate in delivering good results.
- Well-organized with high project management skills.
- Poses as a good presenter with superb communication skills.
- Business education (University level) with focus on Marketing management/communication
- Be able to work in multi-cultural environment.
- Mobility (flexible for travel internationally especially within the region)
- Ability to work under pressure, tight timeline and limited resources.
- Language: English
- IT-knowledge (MS office, MS Access, CRM, Social media and other online platforms)

<b>Approved by:</b>	JB Hired (on behalf of CEO)
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