

Marketing Communication

Responsibilities:

- To initiate strong art direction & creative idea to make the campaign more impact and unique for both Above the Line and Below the Line.
- To explore new innovative idea & strategic direction to enrich and grow overall brand equity & marketing campaign.
- To drive internal units & advertising agencies to synchronically develop efficient marketing communication campaign with maximized impact to strengthen brand equity.
- To motivate & supervise agency & internal business units to develop marketing campaign with the highest potential in term of business result & creative output through clear communication approach.
- To generate customer brand engagement & total brand experience at all touch points for both communication & retail aspects.
- To develop plan & budget control of marketing campaign to reach efficient awareness.

Qualification:

- Bachelors required (Communications or business preferred). MBA or relevant advanced degree preferred.
- A minimum of 5 years experience in communication development
- Experience in Adverting agency in role of Creative or Account Management or Strategic Planner.
- Must be able to generate input or lead execution for art direction & creative development.
- Initiative/Creative/Proactive
- Good personality and coordination skill.

Please send me an updated resume to panthitra@sansiri.com