

# YONG STUDIO

## Job Description for YONG STUDIO BRAND MANAGER

Reports to: Head of Sales and Retail Operations

### Primary Duties

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The Brand Manager is responsible for ensuring that the products, services and product lines resonate with current and potential customers by continuously monitoring retail and marketing trends and consumer habits and behavior. He/She will build brand awareness and increase brand value and profitability.

Working with the Head of Sales and Retail Operations, the Brand Manager serves as the point-person for developing, implementing and executing marketing initiatives and activities for Yong Studio. These initiatives and activities include campaigns (web, social media, print, broadcast, etc.), events, corporate responsibility programs and sponsorships.

He/She will also be responsible for conducting research, analyzing data, developing go-to-market strategies and reporting on brand performance.

### Detailed Duties & Responsibilities

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- Develop and implement brand plans and marketing strategies to ensure that brand objectives are achieved. Exercise thought leadership to enable effective execution of the brand plans for both offline and online channels.
- Recommend and manage all brand activities to ensure fit with brand strategy.
- Provide tactics on the product placement and the development of product strategies and definition of promotional activities.
- Maximize and enhance the digital presence – brand websites, online channels, social media, e-marketing to drive customer engagement and product promotion.
- Rigorously analyze data to ensure brand issues are understood and corrective action identified.
- Understand the impact of cost elements on brand profitability and control brand support expenditures to ensure brand profit objectives are achieved.
- Ensure that messaging and marketing activities are aligned with brand and company values and are executed successfully: on-time, on-budget, and on-message.
- Present details on initiatives and strategies and measure and provide post analysis of those that have been implemented.
- Research and analyze consumer behavior, market trends and competitor activity.
- Propose and conceptualize visual collaterals for the stores, if needed.
- Provide marketing collaterals when needed such as promo posters, mall posters, tarpaulins, etc.
- Closely coordinate, collaborate and communicate with key partners and support groups for the needs and requirements of the brand and stores and implementation of strategies.
- Expected to perform other duties and responsibilities, with minimal supervision, that may be required for the brand and stores and must be willing to work beyond normal working hours, if needed.

### Minimum Qualifications

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- With at least 3 years experience in retail brand management and/or marketing (experience in both offline and online is highly preferred).
- Thorough understanding of campaign performance and assessing brand KPIs and ROI.
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.
- Excellent analytical, strategic, process development/improvement, communication, presentation and interpersonal skills.
- Possesses excellent communication skills (verbal and written); able to communicate successfully with a wide variety of people across all levels.
- Ability to handle multiple tasks simultaneously and to work independently and efficiently in a fast-paced environment.
- Displays accuracy and efficiency in all aspects of the role, due to the ability to pay attention to details.
- Able to work under own initiative as well as part of a team.
- Ability to think creatively and innovatively.
- Excellent organizational skills.
- Advance proficiency with Microsoft Office (Excel, Word and PowerPoint) and Canva.
- Must be committed, enthusiastic, reliable, dependable and flexible.
- Open to learning and growth.
- Happy, extroverted personality who can be assertive when necessary.
- Must be willing to roll up his/her sleeves and become directly involved in all aspects of the business.