MISSION
P&G Marketing is a global community of the world’s best Brand Builders and Business Leaders. We are dedicated to growing Brand and Category share leadership, and to empower our succeeding generations to do the same. In short, we are passionate about building Brands that last forever.

KEY RESPONSIBILITIES
Starting as an Assistant Brand Manager in P&G, you will typically develop skills in brand strategy, advertising, PR, consumer bonding, direct-to-consumer marketing and project management. Specifically, you will recommend, develop and execute marketing strategies, plans and programs that build on consumer and customer insights, for a consumer brand in Greater China. You will be responsible for initiatives, projects and day-to-day operations on all aspects of the brand business. You will also be using your skills to analyze the consumer, trade, market dynamics and business status, and turn them into business plans. Under the leadership of Brand Manager, your key responsibilities will include,

- Developing brand strategies and plans (strategy/concept/packaging development, product/marketing qualification and forecasting);
- Advertising (strategy/creative brief development, copy evaluation, copy clearance, commercial production and copy testing);
- Below-the-line consumer communication (include print, outdoor, direct-to-consumer marketing, public relations and point-of-sell materials, etc.);
- Media (develop and execute media strategies to reach target consumers including level, mix and market prioritization);
- Manage multi-functional project team to ensure excellence in execution (initiative/promotion/pricing plan development, planning, execution and summarizing results/learning);
- Consumer/Customer/Market Understanding (sound understanding of consumer/customer/market and detailed business analysis to identify business drivers and opportunities);
- Complex Business and Financial Analysis; and
- Interpersonal Projects (coaching/training, recruiting, multi-functional teamwork).

HOW TO APPLY
- Enter Job Number MKT00002636 and Search
- Click Apply and start setting up your account with ONE email address
- Complete online assessment x2

APPLICATION DEADLINE: 15th Jun, 2012

KEY MILESTONES
- Written & Reasoning Test (mid Jun)
- Interviews x2 (late Jun)
- Offer (July)