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| **JOB DESCRIPTION** | | | |
| Job Title | **Marketing Executive** | Prepared by | HR Dept. |
| Department | Brand | Updated | 12/2018 |
| Location | HCM | Hay Level |  |
| Report to | BM/OM/BA | Corp Level | C2 |

1. **MAIN TASKS:**

* Be the main contact with Brand Managers and Brand Assistants for the implementation of the brand marketing campaigns
* Prepare and Coordinate with each department, the whole year media plan for assigned brands - Propose marketing campaign and activities to Brand Manager/ Operation.
* Responsible for the creation of the Sales and Marketing plan with help from marketing departments
* Will personally be responsible for the Events, POSM, OOH medias and their KPIs
* You will work closely with PR coordinator and digital to make sure everything is properly implemented.
* Push to all leaders in marketing the instructions given by Brand Manager and/ or the Principal – You will be responsible of its well implementation
* Managing a constant growth with a with Higher KPIs the months, (increase Conversion rate, and improving the channel mix)
* Reporting to Head of Marketing Weekly and Monthly Key Performance indicators on revenue/ New customer/ Customer Acquisition Cost - CAC/ Cost Income Ratio - CIR / Number of orders / Branding actions…
* Actively co-managing all channels and Make sure everything is well respected in terms of brand guidelines
* Involved and constantly working with our designing department to create new attractive campaigns
* Constantly working with our designing department in order to improve the UX / UI
* Actively participating in weekly management meetings to take part of the strategic decisions.

1. **GENERAL RESPONSIBILITIES:**
2. **Strategic:**

* Fully understand the strategy of the department and company
* Understand how the responsibilities and goals of the employee are tied to the department and company strategy.

1. **Performance**

* Fully understand and achieve individual KPIs (iKPIs) set by Manager

1. **People**

* Support a healthy and safe working environment that promotes collaboration and teamwork
* Help and teach others

1. **Financial**

* Contribute to the revenue-generating/cost-controlling activities of the team.
* Know the team’s revenue/budget performance in an ongoing basis

1. **Operational**

* Follow company processes, procedures, and policies (PPPs)
* Be proactive and resolve issues or escalate more difficult ones to your manager
* Maintain the security and safety of the office, employees and guests by keeping a watchful eye on the office, ensure all entrances are guarded or closed and locked at all times

1. **ATTITUDE AND POTENTIAL**

We expect all Maison employees focus on their communication and collaboration skills to create a positive and proactive working environment that emphasizes responsibility and respect in the treatment of others. We invest in our people and encourage all to continue to develop and grow so that they can achieve their personal and professional goals. Those who commit to growth and development of their management skills will find career development opportunities.

Acknowledged by*:* ………………………………………………

Date*:*………………………………………………………………

*Important notice:*

This job description is not an exclusive or exhaustive list of all job functions that an individual in this position may be asked to perform from time to time. Duties and responsibilities can be changed, expanded, reduced or delegated by the Company at any time to meet business needs.