

## Marketing Specialist

### ***Job Summary:***

Are you passionate about whisky and motivated to make your mark in the industry? We're looking for a dynamic Marketing Specialist to join our Taiwan team!

Reporting to the Brand Manager, your role will be multi-faceted : Not only will you explore diverse marketing territories, but you will also be at the forefront of developing and implementing innovative marketing campaigns. If you have a keen interest in the alcohol industry, and a flair for digital marketing and branding, we want to hear from you!

### ***Main Responsibilities:***

#### **Brand Marketing for Blended Whisky (Scottish Leader & Black Bottle):**

##### **1. Marketing Strategy & Execution:**

- Support BM in Brand Activations: Assist in all brand activation developments based on the annual brand plan.
- Project Support: Manage all aspects of marketing projects, from planning to execution, including TVC, digital, PR, social media, and events.
- Event Organization & Execution: Plan and execute consumer and sponsorship events.

##### **2. Cross-Functional Coordination:**

- Work closely with Channel Marketing & Sales teams to ensure consistent and effective brand strategy execution at every touchpoint.
- Collaborate with creative, digital, and event agencies to produce marketing materials that align with brand guidelines.

##### **3. Administrative Responsibilities:**

- Control A&P spending: Monitor and keep budget in check.
- Performance monitoring: Monitor campaign performance and evaluate according to KPIs.
- Manage and raise purchase orders for brand activities.
- Work closely with vendors to obtain quotations and resolve payment processes.

- Assist in preparing monthly reports and analyses as needed.
- Conduct regular competitor analysis and provide monthly updates of the market.

***Qualification Requirements:***

- 2-3 years of marketing experience, either in an agency or in-house setting.
- Demonstrates abilities for self-learning and multi-tasking in a dynamic environment.
- Detail-oriented, proactive, positive, autonomous, and a team player.
- Strong project management abilities to meet multiple deadlines.
- Excellent communication and interpersonal skills
- Competent numerical and analytical skills.
- Proficiency in spoken and written Chinese and English.
- Expertise in digital and social marketing techniques.
- Fully proficient in MS Word, Excel, PowerPoint, and email applications.