



begin a **JOURNEY** with us

Telekom Brunei Berhad (TelBru) is inviting qualified, dynamic and competent candidates to be a part of dynamic and result driven team to fill the following vacant position:-

HEAD OF MARKETING

MAIN DUTIES AND RESPONSIBILITIES

JOB PURPOSE:

This job involves uncovering consumer insights and delivering innovative marketing campaigns, as well as the promotion of any brand activities and strategies to establish and maintain the presence of TelBru brand in the market. This is to increase TelBru brand identity and brand awareness of a company or product and services.

RESPONSIBILITIES:

- Identifies, develops, and evaluates marketing strategy based on knowledge of objectives, market trends, cost and markup factors.
- Coordinates and participates in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services.
- Campaign management & yearly roadmap for above the line & below the line campaigns including social media.
- Improve digital presence of TelBru Products and Services
- Increasing brand awareness & creating segmented campaign to improved brand satisfaction index.
- Develops pricing strategies and customer satisfaction.
- Apply forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring.
- Consults with legal staff to resolve problems, such as copyright infringement and royalty sharing with outside producers and distributors.
- Evaluates the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Initiates market research studies and analyzes their findings as well as conduct economic and commercial surveys to identify potential markets for products and services.
- Develop sales tools and collaterals and brief sales personnel.
- Oversee marketing and advertising activities to ensure consistency with product line strategy.
- Up-to-date with latest trends and marketing best practices.

KNOWLEDGE, SKILLS AND ABILITIES:

- The successful candidate will understand the telecoms industry work ethic.
- Interpersonal skills, Communication skills and knowledge transfer capability

QUALIFICATIONS, EXPERIENCE:

- Degree in Marketing or any related areas of studies or equivalent professional qualification.
- Preferably with Seven (7) years working experience in a job role involving marketing in Telco Industry.

Interested candidates are required to submit their full resume, stating complete academic qualification and experience together with a recent photo (non-returnable) not later than **19th March 2018 (Monday)** and label the file as "**HEAD OF MARKETING**" email it to careers@telbru.com.bn or to the following address:

HEAD OF HUMAN RESOURCES

Telekom Brunei Berhad (TelBru)
Level 4
RBA Plaza
Jalan Sultan BS8811
Bandar Seri Begawan
Negara Brunei Darussalam

Only SHORT-LISTED candidates will be notified

