



Super Group Ltd

The Super Group, founded in 1987, has grown from a local company into a leading diversified manufacturer of instant beverages & convenient food products that are marketed and distributed globally. Super is also the only company in Singapore and region with its own manufacturing facilities for instant coffee, instant cereals, instant tea and non-dairy creamer. Super is one of the leading players in the instant food and beverage industry in Southeast Asia with a portfolio of over 150 instant beverages and food products, distributing products to more than 50 countries. The Company's strength in product innovation, quality control & market expansion has created a foundation for continued success into the future.

Corporate Website: <http://www.supergroupltd.com>
Consumers Website: <http://www.happyhappens.com>
Email Address: hr@supergroupltd.com

SENIOR BRAND MANAGER/ BRAND MANAGER

Responsibilities:

- Responsible for the management and implementation of the overall brand development plan
- Aid in developing brand identity and related positioning on corporate and consumer levels to achieve superior branding for the Company
- Formulate brand strategies to drive brand's revenue and growth
- Ensure consistency in the delivery of brand promise, strengthen brand awareness and improve current brand representation
- Monitor brand health metrics and support the development of new brand tracking across businesses
- Maintain brand integrity across product lines, advertising, and all other external and internal communications
- Be the brand advocate to promote and educate both external and internal audience on the brand initiatives, programs, values and attributes
- Build and maintain the positive image of the brand and Company as a whole
- To spearhead and assist in new product development projects

Requirements:

- Degree in Marketing or Marketing Communication or equivalent
- At least 5 to 8 years of working experience in brand development and management, with good marketing exposure in FMCG or Food & Beverage Manufacturing industry
- Independent, analytical and with initiative
- Good interpersonal and organizational skills
- Excellent written and verbal communication skills

Interested & qualified candidates are invited to apply by sending an updated resume in MS Word format with a recent photograph via email to hr@supergroupltd.com, indicating the position & reference number "**CCP/ SBM/ BM-290617**" in the email subject for quicker processing.

Please state:

- Past & Present experience
- Reasons for leaving (Past & Present Employment)
- Current and all last drawn salaries
- Expected salary
- Date of availability
- Contact number

(Only shortlisted candidates will be notified)