

MARKETING MANAGER – (PERSONAL & HOME PRODUCTS)

Brother, founded in Japan 1908, is a leading brand that produces quality innovative products for the print and imaging, labelling and sewing markets. Key products include laser printers, Multi-Function Centres (MFCs), fax machines, labellers, label printers, and a wide range of home and industrial sewing machines. A trusted brand worldwide that believes in the "At Your Side" approach in all aspects of our business, Brother has continuously met the varied needs of our customers through our comprehensive range of quality solutions. As part of a global group of highly respected and well established companies Brother International Australia (BIA) places a high degree of commitment to putting into action our Corporate Social Responsibilities.

For more information about Brother International (Aust.) PTY LTD, please see: <http://www.brother.com.au/>

Location:

Head Office, Macquarie Park, NSW

The Position:

Reporting to the Senior Marketing Manager, your primary responsibilities will be:

- To drive the increase in the purchase, use, image and value of Brother Home Sewing, Scan & Cut products.
- To develop and manage the end-to-end marketing strategy,
- To realise the marketing plan and respective campaigns through a creative, but analytical and results focused approach.

The Person:

You will be able to demonstrate the following capabilities:

- A skilled technical marketer, with strong brand equity and research experience.
- Significant experience in brand and communications planning and execution in a consumer focused environment.
- Demonstrated Category Management and Retailer Engagement.
- Experience working with Australian retailers and other key strategic channel partners to develop and execute partner focused sales and marketing strategies.
- A solid understanding of multi-channel communications and campaign management, including high level expertise and a real passion for digital and social media, as well as some experience in mainstream TVCs, radio, eDMs, sponsorship management and PR.
- Proven experience building a marketing calendar and managing budgets.
- Ability to be a strategic thinker yet still be 'hands on'.
- A capability to provide effective people and relationship management.
- A high level of initiative, personal drive and motivation.

Interested? We would like to hear from you please forward a cover letter and an up to date resume to the Human Resources Manager via email: jobs@brother.com.au by 9 December 2016. This position is open to people with valid working rights in Australia.

