



Employee Communication and Branding

Responsibilities:

- Defining the brand identity, including its core values, mission, and target audience.
- Developing a brand strategy that aligns with the overall business goals and manufacturing capabilities.
- Overseeing the development of marketing materials, such as brochures, website content, and social media campaigns.
- Monitoring customer feedback and market trends to identify opportunities for product improvement that reinforces the brand.
- Identifying areas for improvement and adjusting the brand strategy as needed.
- Staying informed about industry regulations and how they might impact brand messaging or product features.

Qualification:

- Bachelor's Degree: In Communication, Journalism, Marketing, Public Relations, Human Resources, or a related field.
- 1 – 2 Yr of experience in website and social media handling.

Skills:

- Good Communication Skill
- Creativity: Developing innovative communication campaigns and materials.
- Brand Management: Understanding brand identity, messaging, and positioning.