



JOB DESCRIPTION

ASSISTANT BRAND MANAGER

About Qcom

Qcom is a consulting and implementation agency specializing in Brand & E-Commerce Growth Strategy. We help brands achieve sustainable growth through our Data-driven Creativity model - where strategy, data, and creativity converge.

Role Objective

The Assistant Brand Manager will work closely with the Growth Marketing Manager to build, manage, and execute a comprehensive brand strategy that delivers:

- Consistent brand positioning across all touchpoints (Omni-channel).
- Alignment between brand identity (Branding) and business performance (Performance / E-Commerce).
- Optimized customer experience and brand loyalty through integrated campaigns.

- **Working Hours:** 9:00 AM - 6:00 PM, Monday to Friday
- **Probation Period:** Up to 2 months
- **Work Location:** 17 D2 Street, Saigon Mystery Villas, Binh Trung Tay Ward, Ho Chi Minh City
- **Reports To:** Growth Marketing Manager

Key Responsibilities

A. Brand Strategy Development & Management (40%)

- Develop annual, quarterly, and monthly marketing plans for assigned brands, ensuring alignment with business objectives and Brand DNA.
- Oversee the implementation of Brand Guidelines across all online and offline channels.
- Conduct market research, competitive analysis, and consumer behavior studies to propose improvements to product offerings or brand messaging.

B. Campaign Management & Execution Coordination (40%)

- Plan and manage integrated brand campaigns from ideation to launch, ensuring execution stays on brief, on schedule.
- Own cross-functional coordination across Creative Content, E-Commerce, and relevant teams to keep workflows running smoothly and campaign goals on track.

C. Data Analysis & Growth Optimization (20%)

- Monitor and analyze Brand Health Index metrics including Awareness, Consideration, Sentiment, and on-platform brand search volume.
- Partner with the E-Commerce team to analyze sales data and develop branding solutions that are directly tied to revenue targets.
- Manage marketing budgets efficiently across campaigns.

Requirements

Bachelor's degree in Marketing, Business Administration, or a related field.



- Minimum 2 years of experience in a similar role.
- Proven hands-on experience in project management or integrated marketing campaigns.
- Industry knowledge: Prior experience in Beauty, Fashion, or FMCG is strongly preferred.
- Strong aesthetic sensibility and a keen awareness of market trends.

Skills & Competencies

- Strategic Thinking: Ability to see the big picture while staying detail-oriented in execution.
- Data-driven Mindset: Comfortable interpreting data and translating insights into actionable strategies.
- Project Management: Strong planning, time management, and cross-functional coordination skills.
- Communication: Confident in presenting ideas and collaborating effectively within a team.
- Adaptability & Initiative: Thrives in a fast-paced agency or startup environment and embraces new challenges.

What We Offer

- A dynamic, professional, and youthful work environment with direct exposure to real-world growth strategies.
- In-depth training in the Data-driven Creativity model and Growth Marketing methodology.
- A clear career progression path toward Brand Manager.
- Competitive salary package, with regular performance-based reviews.

Contact Information

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