

CMO JD

The Chief Marketing Officer will be in charge of developing and implementing the company's marketing strategy and plan, with the objective to increase brand equity, and company revenue. The CMO will ensure that the company will keep abreast of and capitalize on market trends and opportunities, better understand, reach and serve our customers, and increase brand awareness and loyalty.

Roles and responsibilities:

- **Develop marketing strategy.** Work with CEO to develop overall marketing strategy for company, including determining customer segments to target, and designing campaigns, activities, content and communication material to reach target customer segments.
- **Setting and measuring marketing KPIs.** Determine relevant input and output marketing KPIs and set targets for each KPI. In charge of making sure targets met. Report on KPIs to CEO and investors.
- **Develop communication material.** Work with the design and marketing team to develop engaging marketing material and content (e.g. press releases, press kits, blogs, photographs, videos, advertisements), to communicate the company's USPs, and ensure that messages are effectively distributed across channels and to targeted audiences.
- **Develop Public Relations.** Build and maintain relationships with media channels (magazines, newspapers, blogs etc.) and personalities (social media influencers, celebrities etc.) to spread greater awareness of Krakakoa and deliver brand messages.
- **Create effective promotions.** Work with the sales team to develop and measure promotions to increase customer base, and spend.
- **Improve product offering.** Understand needs and desires of our customers and work with the production and design team to develop new products and/or improve on existing products.
- **Improve distribution.** Determine where key sales channels are and work with the sales team to ensure that target customers are better able to access our products.

Requirements:

- Strong professional and personal alignment to mission of the company
- 8-12 years' experience working in a marketing function, with at least 3 years' experience in a leadership position managing a team and having P&L responsibilities
- Entrepreneurial mindset with creative ability to deliver results with limited budget
- Preference for candidates with experience in the Fast Moving Consumer Goods sector
- Proven track record of delivering results and helping to grow the revenue of a brand/company
- Very fluent in English. Preference for candidates with Bahasa Indonesia abilities