

Job description:

Job title: Senior Product Executive

Direct to: Product Manager

Line Reports: Nil

Department: Marketing

Location: Chiang Mai, Thailand

Date: May 2019

About Us

Be part of a global addiction treatment and behavioral health service provider, dedicated to improving the lives of addicts and their families. The Cabin is the only purpose-built rehabilitation centre outside America, the largest in Asia and the only rehabilitation facility in the region with an onsite hospital, comprised of the highest international standard, with an 8-bed detox facility and 24/7 medical care. We take the best of western clinical methods, including evidence, abstinence, holistic-based practice along with Eastern mindfulness practice. As a result, our clinical product is very strong, substantial and unique.

We are looking to recruit for our fast-growing team! The successful applicant will join us at our fun and vibrant Marketing House 'Ban Lek' (5 minutes from The Cabin inpatient facility) and as such this is an exciting opportunity for an excellent communicator and experienced marketer to progress in their career path in a fast-paced, international and fun environment.

You'll enjoy developing and overseeing successful marketing campaigns as well as leading products in our portfolio raising the profile of The Cabin Group worldwide and drive admissions. Our products include differentiated villages within The Cabin that offer specialty treatment including; **Salam**, offered in either Arabic or English, tailored to cultural sensitivities of Islamic heritage and values, **The Edge**, a revolutionary young adult male programme (18-26) with an emphasis on experiential/physical activity, **R12**, the only LGBTQ+ addiction programme outside the U.S, **180**, a seven day medically supported detox **Rise** and **Reach** gender responsive male and female trauma informed treatment and lastly a specialist licensed **Professional** programme.

You'll use a range of print and digital channels applying a data-driven and evidence-based approach. You'll be an experienced digital marketing manager with a proven ability to develop your team to advance their skills and progress their careers. We're proud to

represent staff from over 22 countries so you won't find a more diverse, experienced, better qualified or more passionate team anywhere in the world about the works we do.

Overall Purpose of the Role

About the role

The **Senior Product Executive** position is a hybrid role including both a *Product Executive* role (Salam, Edge and Recovery House) and a *Senior Product Marketing Executive* role. The Senior Product Executive is the company's designated expert in their 'owned' products along with creating the campaign strategy for their products, services and events that target B2C consumers and B2B clinical professionals through appropriate media/channels as well as measuring the results of the product campaigns.

The **Senior Product Executive** role includes developing, planning, monitoring and evaluating digital and off-line marketing B2C and B2B strategies, plans and campaigns in line with organisational objectives and KPI's by operationally supporting the Product Manager in their product deliverables and working closely with other marketing team members within the business across digital, press, content, creative and design, insights and evaluations) along with a wider range of stakeholders (including Programme Directors, Board of Directors, Media, Creative and Digital agencies).

The **Senior Product Executive** role includes being the voice of the customer carefully researching the customer's needs and experiences through market research. Developing and refining product USP's, delivering project plans, pricing and creating messaging of the product value proposition to both B2C and B2B markets. Facilitating training and upskilling the knowledge of admissions and IOP's helping them to understand the USP's to sell the product, operation team to ensure the wider business has an understanding of the product and working with the content team to create marketing materials to communicate our products, along with the Digital Project Manager and Creative Campaign Manager to develop the marketing tools and creative campaigns to attract high quality enquiries and clients.

Reporting directly to the Product Manager, this candidate will work closely with all teams within the marketing department to ensure the success of the launch of Salam, increase lead quantity and quality across all the product mix, AdWords channel conversion and the advancement of The Cabin's brand strategy. there is no line management responsibility within the marketing team. This position is based 45 mins from Chiang Mai, Thailand.

Key Accountabilities and Responsibilities:

- Develop, plan and execute global product marketing plans in close liaison with relevant stakeholders continually evolving the strategy to remain in front of competitive threats and market shifts. This may involve working with external

agencies or 3rd parties, and you will be responsible and accountable for their process and successful implementation into The Cabin business.

- Ensure all campaigns are in line with the strategic plans, suitable for our target markets and audiences and enable a global approach to campaign asset delivery in order to effectively capture, measure and report the insights and growth opportunities for the business.
- Support the Digital Project Manager with recommendations for marketing campaign optimisation based on campaign results providing the tools and information they require (i.e. briefs, insights) for both the internal stakeholder and external SEM and SEO agency to do their jobs effectively.
- Work with relevant team members to ensure online and offline events are effectively presented and positioned to align with the product strategy and marketing plans.
- Through interviews, surveys, focus groups and sales data, gain insight into buyer personas and untapped Product opportunities.
- Use market research data to determine pricing and develop product messaging that differentiates Cabin products from competitors and other products in the market.
- Brief in content requirements to the content team
- Plan and take part in the launch of Salam involving all departments as required including clinical, press, PR agencies and admissions
- Drive internal best practices for marketing campaign execution, serving as marketing campaigns SME for global (including IOP's and content partners of The Cabin) marketing teams. Partner with admissions teams to develop and execute effective marketing programmes to drive demand and cultivate prospective clients.
- It is critical to report back on current work in progress (WIP) items to the broader team, and ensure that priorities are reflective of the business and of the Marketing team's short- and long-term goals.
- Oversee effective budgeting, monitoring and tracking of campaign costs to achieve efficiencies and value for money wherever possible.
- Demonstrate cost-effective buying/ procurement of third-party services including influencers whilst ensuring quality and timely delivery.
- Deliver regular reports on the performance of product campaigns, identifying opportunities for improvement as well as highlighting and promoting best practice across regions.
- Provide recommendations to marketing leadership on how to expand marketing campaigns capability including talent, skills and channels to maximize the channel reach and effectiveness.
- Support operational deliverables across the entire marketing mix.

Other Requirements

Carry out additional tasks to support the Marketing Department to achieve success.

Available to travel as needed.

Person Specification

The role sits in the Marketing team, and will be proactive and help shape the culture of the team. You must enjoy spending time in B2B and B2C markets to understand their problems,

and find innovative solutions. Additionally, the following knowledge and experience is required:

	Essential	Desirable
Experience	<p>Minimum of 3+ years' work experience in marketing/digital, marketing/product management; healthcare technology emphasis preferred. Experience leading cross-functional teams to unite the business to drive admission numbers and business change for long term growth.</p>	
Qualifications / Professional Training	<p>BS degree in Marketing or related field; marketing qualifications are preferred. Proven track record of exceeding goals and reporting on performance and insights. Able to manage multiple projects and succeed in a fast-paced environment by working independently and as a member of cross-functional teams to meet project objectives. Proven ability to work in a fast-paced, cross-functional environment, on multiple projects simultaneously and under tight deadlines both as a team member and autonomously. Able to manage competing internal client demands, and to accept constructive criticism and feedback.</p>	
Skills / Knowledge	<p>Strong marketing campaigns competencies (e.g. SEM, social media, e-campaigns, email marketing, events, press and communication) and proven ability to develop a product and post launch marketing strategy to deliver meaningful marketing and business results and improve The Cabin's Client experience.</p> <p>Outstanding interpersonal skills: decisive and action-oriented; able to motivate, inspire, and lead cross-functional teams to success.</p> <p>Knowledge of PPC advertising tools and analytics platforms (e.g. AdWords Campaign Manager, Google Analytics, etc.) and marketing automation.</p> <p>Strong project management skills, driving product campaigns to completion in a timely, efficient fashion.</p> <p>Demonstrated customer service and organisational skills.</p>	<p>Fluent in Arabic</p>

Personal Qualities High-energy team player, innovative thinker and a self-starter. Understanding and passion for helping people with addiction or mental health issues.
Highly analytical and detail-oriented with problem solving ability Must be sensitive to a variety of communication needs.
Conscientious approach to work assignments; Collaborative team player.
enjoys operating at a fast pace while staying flexible to shift tasks frequently.
Flexible and resourceful, ready to step in wherever needed.
Passion for advancing the care of clients and the experience of healthcare professionals.
Collaborative by nature with an eagerness to own projects and results.
Quick learner of in-depth product knowledge, systems and processes

Thinking Style Professional demeanour with strong ethical standards and comfort level in a changing environment
Must be creative, strategic and operational.
Loves detail and processes, and can keep the team to work smarter.
Is confident with ambiguity.
Can be motivated by the vision when current systems and processes are challenging.
Doesn't wait for others to fix a problem.

Circumstances Chiang Mai, Thailand, based role.
Occasion travel