



**Oway Travel & Tours  
Company Limited.**

**Company Name:** Oway Travel & Tours Company Limited

**Position Title:** Branding & Corporate Communications Manager

**Job Sector:** Marketing/ Branding/ Communications

**Job Type:** Full Time

**Location:** Yangon, Myanmar

**Job Contact:** Interested candidate may submit their application to [hr@owaytrip.com](mailto:hr@owaytrip.com).

## JOB DESCRIPTION

### Job Overview

The Branding Communications & Marketing Manager is responsible for developing a brand and communication strategy to engage existing corporate clients and attract potential new clients Oway to support financial growth. She/he will coordinate with our company executives and sales & marketing professionals to review current market trends in order to propose how to best engage our clients and foster strong relationships and to boost existing business and generate new business ideas that can improve revenue and margins.

### 1. Main Responsibilities

- Deliver marketing and brand communications to all relevant internal/external stakeholders and creative agencies
- Define and execute corporate marketing and brand strategy, resulting in consistent branding, messaging, and positioning
- Create and execute a community relations plan that attracts to new and existing clients and engages the community.
- Meet potential partners/media for marketing collaboration and create promotion ideas.
- Identify brand-building ideas and ensure brand communication for areas of responsibility are consistent with the company and brand positioning.
- Review reports in order to ensure alignment in brand and communication messages to all stakeholders.
- Develop a growth strategy focused both on financial gain and customer satisfaction
- Conduct research to identify new markets and customer needs
- Arrange business meetings with prospective clients
- Promote the company's products/services addressing or predicting clients' objectives
- Build long-term relationships with new and existing customers
- Prepare company's product/service Presentation

No A-3, Min Ye Kyaw Swar Business Building, Min Ye Kyaw Swar Street, Lanmadaw Township, Yangon, Myanmar.

Email : [support@owaytrip.com](mailto:support@owaytrip.com)

Tel : (+95) 1 2318939

Website : [oway.com.mm](http://oway.com.mm)





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## **2. Education/ Qualification/ Skills Requirement**

- Must have a relevant degree in Marketing Management or equivalent is required.
- Fluent in Myanmar and English language (written and verbal).
- Proficiency in Microsoft Office tools, including PowerPoint.
- Minimum 5 years experiences in communications, public relations and creative background.
- Good managerial skill of influencing and presentation skill.
- Ability to work effectively in conflict situations and under pressure.
- Positive attitude and good interpersonal skills and strong relationship with media.

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