



Brand Manager

- **Vacancy for:** 1
- **Posted on:** Oct. 16, 2017
- **Deadline:** Nov. 26, 2017, 11:55 p.m.

Basic Job Information

Job Category : Marketing / Advertising / Customer Service
Job Level : Senior Level
Employment Type : Full Time
Job Location : Kathmandu
Offered Salary : Negotiable

Job Specification

Education Level : Graduate (Masters)
Experience Required : More than or equal to 5 years

Other Specification

- Bachelor or Master degree in management with experience more than 5 years in similar industry/position
 - Engineering degree will be an advantage
 - Proven working experience as brand position
 - Drive for results and leadership skills
 - Excellent understanding of the full marketing mix
 - Highly creative with ability to think out of box
 - Experience in identifying target audiences and devising campaigns that engage, inform and motivate
 - Proven ability to develop brand and marketing strategies and effectively communicate recommendations to executive management
 - Strong analytical skills and data-driven thinking
 - Advanced communication and interpersonal skills
 - Up-to-date with latest trends and marketing best practices
 - Comfortable working with numbers, metrics and spreadsheets
 - Excellent command of the English language
 - Candidates must have at least more than 5 years experience in the field of marketing in the reputed organizations.
 - Candidates should have good knowledge of ATI, BTL promotions and marketing communication mix
 - Should have good relation with agencies/vendors and should be responsible for strategic planning of brand promotion
 - Should be able to work with external agencies for creativity', marketing campaigns, PR agency, outdoor agencies and marketing related activities
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Job Description

Brand Manager who is passionate about uncovering consumer insights and delivering innovative marketing campaigns. You will join a dynamic and fast-paced environment and you will generate strategies that grow market share and brand's reputation, improve customer experience and drive growth.

Essential Functions:

- Analyze how our brand is positioned in the market and crystallize targeted consumers insights
- Take brand ownership and provide the vision, mission, goals and strategies to match up to
- Translate brand strategies into brand plans, brand positioning and go-to-market strategies
- Enhance market of the products

- Lead creative development and create motivating stimulus to get targeted population to “take action”
- Establish performance specifications, cost and price parameters, market applications and sales estimates
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
- Coach the team and get the best from everyone
- Monitor market trends, research consumer markets and competitors’ activities to identify opportunities and key issues
- Oversee marketing and advertising activities to ensure consistency with product line strategy
- Monitor product distribution and consumer reactions
- Anticipate bottlenecks
- Brainstorm new and innovative growth strategies
- Align the company around the brand’s direction, choices and tactics

Report To: Sales Head

TO APPLY:

Qualified candidates are requested to submit their resume and motivation letter, clearly marking for the post of " **Brand Manager**" at hrtcement@gmail.com not later than **17th of Nov, 2017**

The right candidate is expected to be excellent in written/spoken English and Nepali and be an excellent computer proficiency with working knowledge of full office package. Salary and perks will not be a bar for highly deserving candidates.

Only candidates who are under serious consideration will be contacted for the further selection process (es). The company reserve the right to reject any /all applications without out assigning any reason whatsoever. Canvassing at any stage of the processes shall lead to automatic disqualification.

OR,

Applying Procedure

Apply Link : <https://merojob.com/brand-manager-17/>

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