



## 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

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### 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 ATL, 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 [hratcement@gmail.com](mailto:hratcement@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 reverse to 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,**

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**Applying Procedure**

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

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