

# Assistant Brand Manager

Location

Corporate H/O- 10th floor

Closing Date

12/15/2021

Description

## The Job

- Ensuring all aspects of the product related go to market activities are aligned with the brand strategy.
- Manage all key marketing projects to develop activation plans for campaigns.
- Execute Go to Market activities on time in full according to the activity plan.
- Oversee marketing and advertising activities to ensure consistency with product line strategy.
- Creating an enduring brand message that results in increased sales, brand loyalty and improving market share.
- Analysing the brand and current strategy and highlighting areas of weaknesses or conflicting messages.
- Brainstorm new and innovative growth strategies.
- Working closely with all parts of the company to ensure commercial goals of the brand are met.
- Drive innovation in communication in order to ensure leadership status of the brand.
- Evaluate and drive the growth of Brand's TOMA and enhance the image parameters are in line with brand plan objectives
- Ensure product superiority of the brand over category to drive market share & penetrate conversion.
- Responsible for ironing out operational issues fast as possible to overcome delays and waste.

## Entry Requirements

### The Person

- Should possess a Degree OR Professional qualifications in Marketing from a recognized university or institute.
- Minimum of 2-3 years of work experience in a similar capacity.
- Posses knowledge and exposure in Advertising, Sales and Marketing.
- Possess excellent understanding of the full marketing mix.
- Highly creative with ability to think out of box.
- Experience in identifying target audiences and devising campaigns,
- Proven ability to develop brand and marketing strategies and effectively communicate recommendations to executive management.
- Should possess excellent communication and interpersonal skills.

