

**DOLLAR**

Since 1954

Dollar is a heritage stationery brand and household name in Pakistan founded more than half a century ago. Today DOLLAR is a leading best-practice manufacturing company in Pakistan, exporting worldwide. We invite applications for the following position based at **Karachi**:

## MANAGER SHOPPER MARKETING

Shopper Marketing Manager is responsible for developing, executing, and measuring shopper marketing program with the goal of driving repeat purchases, and converting buyers into shoppers in traditional and modern trade channels.

### Responsibilities:

- Develop and execute shopper marketing strategies to enhance brand visibility and drive sales.
- Analyze consumer insights and market trends to identify opportunities and threats.
- Collaborate with cross-functional teams for alignment of marketing efforts with business objectives.
- Create and manage in-store marketing campaigns, promotions, and displays.
- Measure and report on the effectiveness of shopper marketing initiatives.
- Manage budgets and allocate resources effectively for shopper marketing projects.

### Qualifications, Experience, Skills:

- Business graduate preferably with a major in Marketing with 5 years' experience in a similar position.
- Good Contacts in modern trade channels. Strong Analytical, interpersonal, presentation & project management skills.

Interested candidates may send updated CV latest by **13th November 2023**, mentioning position applied for in the subject line to: [jobs@dollar-stationery.com](mailto:jobs@dollar-stationery.com).

