



Location: Karachi

Qualification: Minimum a Bachelor's Degree in Business Administration or a related field, Masters is preferred.

Experience: 8 to 10 years of relevant experience

Main Accountabilities:

- Lead comprehensive marketing strategies that drive brand awareness, customer acquisition, and revenue growth.
- Foster cross-functional collaboration to ensure seamless integration of marketing efforts.
- Champion data-driven marketing to optimize campaigns and improve ROI.
- Craft and implement a multi-channel marketing plan aligned with key performance indicators.
- Oversee vital marketing functions, from product development to public relations.
- Stay abreast of industry trends and technologies to maintain a competitive edge.
- Cultivate a high-performance marketing team through mentorship and professional development.

Competencies & Skills:

- Strong understanding of market research and data analysis
- Proficiency in Digital and Conventional marketing
- Proficient in developing marketing strategies and business plans

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WE'RE HIRING!

Head of Marketing

HOW TO APPLY?

Interested candidates are encouraged to send their updated resumes to careers@dominos.com.pk

Please mention **"Head of Marketing"** in the subject line