

# Now Hiring !!



**Hayat Kimya Pakistan (Pvt.) Ltd.** is a Turkey based Organization having its renowned brand Molfix, Bebem, Good Care Natural, Good Care Regular, Molped, Papia, Familia & Evony Masks is currently looking to hire following resource to strengthen its workforce:

## - **TRADE MARKETING SR. SPECIALIST**

**Key responsibilities may include (but are not limited to) the following:**

- Translate brand marketing plan into trade marketing actions.
- Continuously understand the external factors and competitor's activities.
- Ensure Trade Marketing plan execution, KPI Management, ROI and Reporting pre / during / post analysis.
- Track and report Competition activities.
- Implement trade strategies and vision across the board; lead and support the execution in line with brand priorities and detailed data analysis.
- Manage and execute Merchandiser Program.
- Manage and Execute Modern Trade Brand Ambassador Program.
- Agency Network Development and Management.
- Recommend trade action plan by working together with sales team.

**Key requirements:**

- Proven Working Experience of minimum 3-4 Years in Trade Marketing within FMCG/ Manufacturing.
- Excellent Computer skills including Microsoft Office and Power BI.
- Excellent communication and strong analytical skills.
- Ability to manage & Delegate Jobs to Team with problem solving attitude.
- High attention to detail & accuracy.
- Qualification: Graduate/ Masters (Marketing) from recognized university.

Send/ Recommend profiles at: [careers@hayatkimya.pk](mailto:careers@hayatkimya.pk)

Job Location: **Head Office, Lahore**

