



Agro Processors & Atmospheric Gases Ltd. is a leading manufacturer of edible oil, industrial margarine, mayonnaise, ketchup and banaspati in Pakistan. Our renowned brands Soya Supreme, Malta and Smart are a symbol of purity & taste enjoying customer confidence for over three decades. At APAG we offer an exciting platform to our employees with opportunities of professional development and career advancement. The company prides itself in its tradition of innovation and ability to meet the evolving customer needs.

We are looking for

Assistant Brand Manager (Sauces Category)

Location: Karachi – Defense Office

Skills and Requirements:

Education: MBA (Marketing)

Experience: 4-5 Years hands on experience in FMCG organization.

Number of Positions: 1

Salary: Market Competitive

Success Attributes:

- Communication & interpersonal skills
- Data driven & analytical skills
- Time Management & attention to detail
- Creativity & aesthetics

Requirements:

- Planning, execution and monitoring of all trade marketing and brand activation activities
- Must be responsible for all trade marketing programs, designing, planning, promotion, execution for **sauces category**
- Maximize return on shelving, displays, and promotions through continuous category reinvention
- Inter-departmental collaboration to manage and direct all aspects of Ecommerce business
- Measure market potential (channel wise) and identify target segment
- Track competition volumes, monitor competitor activities to evaluate our brand performance and recommend strategy according to available budgets and its effectiveness
- Developing Plans and Strategies (forecasting, strategy/ concept /packaging development and product/marketing qualification)
- Advertising (strategy/creative brief development, copy evaluation, copy clearance, commercial production and media planning)
- Promotion (promotion/pricing planning and strategy and promotion/pricing execution)
- Consumer/Customer Training (consumer decision making, customer operations, customer decision making and market segmentation)
- Must be well-versed with all ATL, BTL, Digital and Data Analytical concepts

Forward your resume at:

abm@apag.com.pk

mentioning position title in the subject line.

