



we're hiring!

Are you an experienced Marketing Professional looking for a new challenge?

Apply for a chance to work at Engro Fertilizers Ltd in our **Karachi Head Office**.

Position: **Assistant Manager Brands**

Requirements:

- Bachelor's degree in Marketing or Business Administration
- Proven 2-3 years of experience in brand management or marketing roles preferably within the FMCG or Telco sector.

Overall Responsibilities:

- Assist in developing and implementing brand strategies aligned with the company's overall marketing objectives.
- Conduct market research to identify customer insights, market trends, and competitor analysis.
- Collaborate with the teams to create effective marketing campaigns that drive brand awareness and customer engagement.
- Manage brand guidelines and ensure brand consistency across all marketing channels
- Work closely with creative agencies, designers, and other stakeholders to develop impactful marketing materials, packaging, and promotional collateral.
- Coordinate with external vendors and agencies to execute marketing initiatives.
- Provide regular reports and analysis on brand performance and market insights to relevant stakeholders.



Applicants can apply for the position by 30th November 2023 via the Engro Website (www.engro.com/join-us) to be routed to the career website or follow the link in the caption