

JOIN US TO BUILD A BETTER FUTURE TOGETHER

Position Title - Department: Junior Manager Marketing
Subsidiary Company: Retail Avenue Private Limited
Job Location: Head Office, Dolmen City Clifton, Karachi

EDUCATIONAL & EXPERIENCE REQUIREMENTS

- Bachelors or Masters Degree from a reputable Business School
- 2 to 3 years of relevant work experience

JOB ROLE & RESPONSIBILITIES

- Manage, plan, create, and schedule media across various channels, including artwork, E-Commerce content, and creative elements for social media, in-store promotions, and mall branding
- Create and publish marketing materials in alignment with e-marketing strategies, ensuring coordination with key stakeholders such as principals, malls, and local agencies
- Oversee seasonal window displays and in-store branding, from concept to execution, while also handling the preparation and allocation of the marketing budget
- Manage advertising on platforms like Facebook, Google, Instagram, and YouTube, including generating analytics reports
- Handle influencer marketing, including MOUs and processing influencer invoices
- Coordinate marketing campaigns with sales initiatives to maximize their impact
- Conduct competitor analysis to stay informed about market trends and dynamics
- Devise new and innovative marketing strategies

www.dolmengroup.com

Application Deadline: **December 05, 2023**

Interested Candidates can email their resume at "careers@dolmengroup.com" mentioning the position applied for in the subject

