



## Join Our Winning Team As A MARKETING BRANDS LEAD

Euro Oil is an Oil Marketing Company that is committed to providing products that deliver the best quality and performance while adhering to the highest safety and environmental standards.

Equipped with international experience, superior products and exceptional services, we intend to transform the industry landscape. We apply modern and innovative practices in our business operations to deliver Fuel for Life.

### RESPONSIBILITIES:

- Responsible for developing, ensuring and implementing brands guidelines, positioning strategy as well as comprehensive IMC plan and campaigns to effectively create brands awareness and increase consumer demand.
- Manage effective relationship with creative agencies, BTL agencies as well as renown international publications while serving as the primary point of contact for all communication and work.
- Write well thought-out briefs for advertising agencies and oversee the execution of numerous campaign and events including site inauguration ceremonies and brands activations.
- Coordinate with partners/vendors for printing & merchandising.

### REQUIREMENTS:

- Masters' degree in BBA/MBA
- 5 years of working experience in Marketing, including knowledge of creative agencies or working with the creative agencies.
- Strong communication, project management, and analytical skills with experience in interacting with all levels of management.
- Proficiency with MS Excel, Word and PowerPoint.

### LOCATION:

Lahore

### GENDER:

Females

Deadline for applying: 10<sup>th</sup> December, 2023

Apply at: [hr@euro.com.pk](mailto:hr@euro.com.pk)