

Location: Karachi
Type: Permanent



WE'RE 
HIRING!

BRAND MANAGER

DESCRIPTION:

Develop, implement and manage comprehensive branding strategies to increase brand awareness and equity.

Ensure brand guidelines are followed in all marketing materials, online and offline.

Responsible for brand building and BTL & ATL activities.

Recommend unique marketing ideas, initiatives and programs that help increase sales and profitability.

Collaborate cross-functionally with internal teams to support all relevant initiatives, respond to requests and content needs.

Participate in the development of retail strategy and budget.

Contribute to the development of annual strategic and tactical marketing plans.

QUALIFICATIONS & REQUIREMENTS:

Candidate must have 4-5 years of experience in relevant field (FMCG).

Must hold a Bachelor's in Marketing.

Strong analytical skills.



Eligible candidate may send their resumes at careers@jazaaglobal.com while mentioning "Brand Manager" in the subject line