

Assistant Brand Manager (01)

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Company: People

Location: Islamabad

Category: other-general

About the job Assistant Brand Manager (01)
JOB DESCRIPTIONWe're seeking a visionary and seasoned E-commerce Asst. Brand Manager to lead the beauty brands' holistic management. This pivotal role involves overseeing all operations, including finance, marketing, logistics, international expansion, hiring, team leadership, HR, customer service, and other critical functions. As the Asst. Brand Manager, you'll shape and execute the company's strategic direction, ensuring operational excellence and fostering sustained growth.
JOB RESPONSIBILITIESDevelop and execute comprehensive operational strategy aligned with company goals. Provide leadership to executive team, fostering cohesive organizational culture. Provide regular reports to senior management on KPIs and strategic initiatives. Collaborate with executive team to align operational activities with business objectives. Manage budgets, optimize profitability, and oversee financial reporting. Collaborate with marketing team to develop and implement brand strategies. Oversee marketing campaigns, partnerships, and sales planning. Lead product development strategy, ensuring alignment with market trends and brand identity. Optimize supply chain and logistics operations for efficient inventory management. Ensure legal compliance, manage risks, and protect intellectual property. Spearhead international expansion efforts, including market research and regulatory compliance. Lead hiring and development of high-performing team, fostering culture of innovation. Implement strategies to enhance customer satisfaction and loyalty through exceptional service.
Requirements: Experience: 4-6Year experience with an e-commerce brand (Preferably in E-commerce beauty/fashion brand) Qualification: Bachelors or masters degree. Location: ISLAMABAD

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