

Assistant Brand Manager

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Company: Human Capital HR Solutions

Location: Karachi Division

Category: sales-and-related

Assistant Brand Manager Human Capital HR Solutions, Pakistan Generate ideas in collaborations with various partners and ensure implementation of annual marketing plan Effectively manage agency partners (Creative, Media, Activation, OOH, Production Houses, Research, digital and any other vendor for day to day and project based activities Work closely with Creative Agency to develop marketing materials of all variety (communication, artworks, POSM and other collaterals) in line with the brand positioning. Imagery and guidelines Effective and efficient media planning and execution for campaigns on TV, Radio, print, OOH Perform sales and investment analysis and develop brand strategy documents Generate and maintain records of all investments and conducts a quarterly variance analysis Plan and execute BTL activities including Events, Activations, Exhibitions and Seminars and ensure the media amplification as and when required. Collaborate with Digital team for 360 degree campaigns or any other relevant task

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