

Assistant Brand Manager

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Company: HRSI

Location: Karachi

Category: other-general

We are looking for a Assistant Brand Manager for our client.

Industry: Retail Health and Personal Care Products

Location: Karachi

Experience: At least 3 years of relevant experience in cosmetic products.

Education: Masters degree in Marketing

Responsibilities:

Assist in the development of comprehensive brand strategies aligned with overall business objectives

Generating, maintaining and enhancing business & PR at all sales channels

Must have the expertise to strategize, plan, negotiate and execute promotions, discount offers, occasion based offers, bundling offers, schemes, CPs, JVs, etc. in order to make it a win win situation for company, sales channel & the consumers

Support the creation of annual brand plans, including marketing initiatives, product launches & promotional activities

Coordinate with advertising, PR & digital marketing teams to ensure consistent brand messaging across all channels

Conduct consumer research, competitor analysis & market trend assessment to form brand strategy

Use data and insights to identify new opportunities and areas for brand growth

How to Apply:

Interested candidates are invited to share their profiles at with the subject line ABM

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