

Brand Executive Director

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Company: Oppo Mobiles Pakistan

Location: Lahore

Category: other-general

Brand Executive Director

Oppo Mobiles Pakistan, PakistanJob Description of Brand Executive Director in OPPO PakistanPrestigious and renowned smart phone brand worldwide, great career progression

Directly report to HQ office and Pakistan CEO, co-operate with department manager of brand management Pakistan.

Plenty of international opportunities.

Lead a brand in a growing market

Very attractive salaryResponsibilities:

Develop the overall brand strategies in Pakistan, which also including, localize global brand strategies from HQ;

Identify and select best media resource, celebrity resource, and co-branding resource, in order to apply on and help to carry out the brand strategies;

Co-operate with department manager to set up department structure and working process;

Build up good and health relations with stakeholders, which including media and business partners;

Monitor, manage and evaluate the execution of all brand activities, which including ATL and BTL;

Localize Visual & PR materials which provided by HQ, provide key opinions and advices to relative colleagues;

Lead the team and coach the team when needed;Job SpecificationRequirements:Education:

Bachelor degree or above in business, marketing, journalism related subjects, overseas education is a plus. Language:

Native speaker, fluency in Mandarin or English is mandatory. Experience:

Minimum 7 years practical and managerial experience in marketing/branding field, prefer MNC background. Communication:

Good communication skills in the cross-cultural and cross-departmental co-ordination context. Personality:

Good team-leader; Driven, self-motivated, willing to embrace the diversified culture. Knowledge:

Solid knowledge about local media, creativity, brand activation knowledge. Willing to travel worldwide for business trip, willing to work in Karachi or Lahore (Depends on company requirement)#J-18808-Ljbffr

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