Brand Manager (FMCG)

Company: Connect Sales

Location: Saddar Town

Category: sales-and-related

Our client, a famous and reputable name in FMCG industry is looking to recruit a Brand Manager to expend its operation.Interested candidate should be well fimiliar with FMCG Brand environment, having 4-5 years experience in the field. As a BM you will maintain a high level of product category knowledge through staying current in published information, global market contacts,You will also leads and actively participates in assigned project teams. Directs acquisition of product information through market research and regional input to assure projects meet the needs of the intended marketsAn Excellent salary package with fringe benefits+allowences is waitng for right candidate. Job Specification Degree in Business Administration (Marketing Major)Excellent marketing techniques.A minimum of 5 years product management experience Information Technology and Services - Karachi, Pakistan mustakbil.com asks for your consent to use your personal data to: perm_identity Personalised advertising and content, advertising and content measurement, audience research and services development devices Store and/or access information on a device Some vendors may process your personal data on the basis of legitimate interest, which you can object to by managing your options below. Look for a link at the bottom of this page or in our privacy policy where you can withdraw consent.Data preferencesYou can choose how your personal data is used. Vendors want your permission to do the following:Store and/or access information on a deviceAdvertising presented to you on this service can be based on limited data, such as the website or app you are using, your non-precise location, your device type or which content you are (or have been) interacting with (for example, to limit the number of times an ad is presented to you).Create profiles for personalised advertisingInformation about your activity on

this service (such as forms you submit, content you look at) can be stored and combined with other information about you (for example, information from your previous activity on this service and other websites or apps) or similar users. This is then used to build or improve a profile about you (that might include possible interests and personal aspects). Your profile can be used (also later) to present advertising that appears more relevant based on your possible interests by this and other entities.Use profiles to select personalised advertisingAdvertising presented to you on this service can be based on your advertising profiles, which can reflect your activity on this service or other websites or apps (like the forms you submit, content you look at), possible interests and personal aspects.Information about your activity on this service (for instance, forms you submit, non-advertising content you look at) can be stored and combined with other information about you (such as your previous activity on this service or other websites or apps) or similar users. This is then used to build or improve a profile about you (which might for example include possible interests and personal aspects). Your profile can be used (also later) to present content that appears more relevant based on your possible interests, such as by adapting the order in which content is shown to you, so that it is even easier for you to find content that matches your interests.Use profiles to select personalised contentContent presented to you on this service can be based on your content personalisation profiles, which can reflect your activity on this or other services (for instance, the forms you submit, content you look at), possible interests and personal aspects, such as by adapting the order in which content is shown to you, so that it is even easier for you to find (non-advertising) content that matches your interests.Information regarding which advertising is presented to you and how you interact with it can be used to determine how well an advert has worked for you or other users and whether the goals of the advertising were reached. For instance, whether you saw an ad, whether you clicked on it, whether it led you to buy a product or visit a website, etc. This is very helpful to understand the relevance of advertising campaigns.Measure content performanceInformation regarding which content is presented to you and how you interact with it can be used to determine whether the (non-advertising) content e.g. reached its intended audience and matched your interests. For instance, whether you read an article, watch a video, listen to a podcast or look at a product description, how long you spent on this service and the web pages you visit etc. This is very helpful to understand the relevance of (non-advertising) content that is shown to you.Understand audiences through statistics or combinations of data from different sourcesReports can be generated based on the

combination of data sets (like user profiles, statistics, market research, analytics data) regarding your interactions and those of other users with advertising or (non-advertising) content to identify common characteristics (for instance, to determine which target audiences are more receptive to an ad campaign or to certain contents).Develop and improve servicesInformation about your activity on this service, such as your interaction with ads or content, can be very helpful to improve products and services and to build new products and services based on user interactions, the type of audience, etc. This specific purpose does not include the development or improvement of user profiles and identifiers.Use limited data to select contentContent presented to you on this service can be based on limited data, such as the website or app you are using, your non-precise location, your device type, or which content you are (or have been) interacting with (for example, to limit the number of times a video or an article is presented to you).Ensure security, prevent and detect fraud, and fix errorsYour data can be used to monitor for and prevent unusual and possibly fraudulent activity (for example, regarding advertising, ad clicks by bots), and ensure systems and processes work properly and securely. It can also be used to correct any problems you, the publisher or the advertiser may encounter in the delivery of content and ads and in your interaction with them.Deliver and present advertising and contentCertain information (like an IP address or device capabilities) is used to ensure the technical compatibility of the content or advertising, and to facilitate the transmission of the content or ad to your device.Match and combine data from other data sourcesInformation about your activity on this service may be matched and combined with other information relating to you and originating from various sources (for instance your activity on a separate online service, your use of a loyalty card in-store, or your answers to a survey), in support of the purposes explained in this notice.In support of the purposes explained in this notice, your device might be considered as likely linked to other devices that belong to you or your household (for instance because you are logged in to the same service on both your phone and your computer, or because you may use the same Internet connection on both devices).Identify devices based on information transmitted automaticallyWith your acceptance, your precise location (within a radius of less than 500 metres) may be used in support of the purposes explained in this notice.Vendors can use your data to provide services. Declining a vendor can stop them from using the data you shared.Exponential Interactive, Inc d/b/a VDX.tvData collected and processed: Privacy choices, Users' profiles, Browsing and interaction data, Device identifiers, Non-precise location data, Probabilistic identifiers, IP addressesData collected and processed: Privacy

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