

Expression of Interest - Assistant Brand Manager

[Apply Now](#)

Company: British American Tobacco

Location: Pakistan

Category: other-general

BAT is evolving at pace - truly like no other organisation.

To achieve the ambition, we have set for ourselves, we are looking for colleagues who are ready to live our ethos every day. Come be a part of this journey!

PAKISTAN TOBACCO COMPANY IS LOOKING FOR AN ASSISTANT BRAND MANAGER

SENIORITY LEVEL: Junior Management

FUNCTION: Marketing

LOCATION: Pakistan

ROLE POSITIONING AND OBJECTIVES

This role is part of the Marketing team and is responsible for assisting the delivery of the company's digital marketing initiative by supporting the planning and deployment of marketing campaigns along with handling adaptations as per company strategy & business objectives.

Reports to: Brand Manager

Reporting Level: Individual Contributor

Geographic Scope: APMEA West

WHAT YOU WILL BE ACCOUNTABLE FOR

Proactive participation in the development of effective and innovative digital activation plans

Own dedicated digital projects and always strive for best possible outcome

Responsibility for conception of digital marketing mechanics and implementation

Executorial responsibility on all possible digital marketing channels (SEO, Google Ads, Banner Ads, Social Media Marketing, Influencer Marketing that attract new consumers, evaluation of measures and adaptation & quick implementation where needed

Continuous exploration of new digital marketing touchpoints and channels to exploit new advertising opportunities

Close collaboration with CRM executive from the digital team for target group segmentations and developing engaging content and promotions within CRM

Close collaboration with the e-commerce executive and digital analyst to ensure best in class consumer journey and a result driven working attitude

Close collaboration across functions (brand marketing, legal) to deliver on brand and legally approved digital activities

Work closely with several digital agencies in SEO, paid digital advertising, content creation, social media and more

Constant monitoring of competitors and implementation of learnings

Agile work in a dynamic team, quick implementation of measures, direct evaluation of results and fast, independent implementation of generated learnings

Regular presentations and updates in front of senior stakeholders

ESSENTIAL EXPERIENCE, SKILLS AND KNOWLEDGE

Ideally, not less than 3 years' experience in FMCG

Understanding of consumer interests, consumer purchase decisions and motivations

User centric mindset: always putting the consumer first

Flexibility and intrinsic motivation to push projects forward autonomously

Affinity for new media and technical innovations and a curiosity for new digital trends

Project management skills and the ability to influence stakeholders even without formal leadership responsibility

Strong team player

Strong analytical and communication skills

WE ARE BAT

At BAT we are committed to our Purpose of creating A Better Tomorrow. This is what drives our people and our passion for innovation **See what is possible for you at BAT.**

Global Top Employer with 53,000 BAT people across more than 180 markets

Brands sold in over 200 markets, made in 44 factories in 42 countries

Newly established Tech Hubs building world-class capabilities for innovation in 4 strategic locations

Diversity leader in the Financial Times and International Women's Day Best Practice winner

Seal Award winner – one of 50 most sustainable companies

BELONGING, ACHIEVING, TOGETHER

Collaboration, diversity and teamwork underpin everything we do here at BAT. We know that collaborating with colleagues from different backgrounds is what makes us stronger and best prepared to meet our business goals. **Come bring your difference!**

Disclaimer: We might not have an open role at this moment, but, because our work environment is very dynamic, we would love to hear from you! We encourage you to apply and the moment we have a suitable position for your profile, the Recruitment Team will contact you as soon as possible.

[Apply Now](#)

Cross References and Citations:

1. Expression of Interest - Assistant Brand Manager [Marketingjobs Jobs Pakistan Marketingjobs ↗](#)

2. Expression of Interest - Assistant Brand Manager [TransportationjobsJobs Pakistan Transportationjobs ↗](#)

3. Expression of Interest - Assistant Brand Manager [Pinkcollarjobs Jobs Pakistan Pinkcollarjobs ↗](#)
4. Expression of Interest - Assistant Brand Manager [Jobspro Jobs Pakistan Jobspro ↗](#)
5. Expression of Interest - Assistant Brand Manager [Japanjobs Jobs Pakistan Japanjobs ↗](#)
6. Expression of Interest - Assistant Brand Manager [Dataanalyticsjobs Jobs Pakistan Dataanalyticsjobs ↗](#)
7. Expression of Interest - Assistant Brand Manager [Barcelonajobs Jobs Pakistan Barcelonajobs ↗](#)
8. Expression of Interest - Assistant Brand Manager [Shanghaijobs Jobs Pakistan Shanghaijobs ↗](#)
9. Expression of Interest - Assistant Brand Manager [Warehousejobsnearme Jobs Pakistan Warehousejobsnearme ↗](#)
10. Expression of Interest - Assistant Brand Manager [Respiratorytherapistjobs Jobs Pakistan Respiratorytherapistjobs ↗](#)
11. Expression of Interest - Assistant Brand Manager [Lisbonjobs Jobs Pakistan Lisbonjobs ↗](#)
12. Expression of Interest - Assistant Brand Manager [Newyorkcareerhub Jobs Pakistan Newyorkcareerhub ↗](#)
13. Expression of Interest - Assistant Brand Manager [Perhourjobs Jobs Pakistan Perhourjobs ↗](#)
14. Expression of Interest - Assistant Brand Manager [Techgiantcareers Jobs Pakistan Techgiantcareers ↗](#)
15. Expression of Interest - Assistant Brand Manager [Baghdadjobs Jobs Pakistan Baghdadjobs ↗](#)
16. Expression of Interest - Assistant Brand Manager [Dublinjobs Jobs Pakistan Dublinjobs ↗](#)
17. Expression of Interest - Assistant Brand Manager [Expertiniworldtech Jobs Pakistan Expertiniworldtech ↗](#)
18. Expression of Interest - Assistant Brand Manager [Kazakhstanjobs Jobs Pakistan Kazakhstanjobs ↗](#)
19. Expression of interest - assistant brand manager [Jobs Pakistan ↗](#)
20. AMP Version of Expression of interest - assistant brand manager [↗](#)

21. **Expression of interest - assistant brand manager Pakistan Jobs** ↗
22. **Expression of interest - assistant brand manager Jobs Pakistan** ↗
23. **Expression of interest - assistant brand manager Job Search** ↗
24. **Expression of interest - assistant brand manager Search** ↗
25. **Expression of interest - assistant brand manager Find Jobs** ↗

Source: <https://pk.expertini.com/jobs/job/expression-of-interest-assistant-brand-manager-pakistan-british-american-tob-0bad9ad457/>

Generated on: 2024-05-05 by Expertini.Com