

Group Brand Manager

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Company: AL-HAFIZ Group

Location: Karachi

Category: other-general

Group Brand Manager

AL-HAFIZ Group, Pakistan We are seeking an inventive Group Brand Manager to understand the needs and motivations of today's consumers and use this knowledge to develop and implement successful category strategies, which will, in turn, drive sales to above and beyond performance targets. The successful individual will be required to develop the existing portfolio of 'AHG' brands, and as well as driving the strategy for growth, you will also be responsible for maintaining key internal stakeholder relations and acting as chief liaison with Trade Marketing and Sales teams; therefore a strong track record in understanding the sales & distribution process, data analysis and management of budgets, along with excellent communication skills is a must.

The candidate must also have no less than 2 years experience within a group brand management or category management position and should have MBA from well recognized institute.

Job Specification Must have branding experience within FMCG space

Proven track record in building brands and launching of new products. Must be a strong strategic thinker with a can do attitude Must have at least 2 years senior branding / category management experience

Must be currently working for an FMCG Co in a similar capacity.

Information Technology and Services - Karachi, Pakistan

About Us AHG started its operations in 1967 as a manufacturer of baby feeders under the best accessible German technology and ensured the highest standards by using well-

reputed imported material in the manufacturing processes. Furthermore, AHG came up with#J-18808-Ljbfrr

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