

Ismail Industries Limited IIL Jobs Marketing Manager

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Company: Ismail Industries Limited IIL

Location: , , Pakistan

Category: sales-and-related

Ismail Industries Limited IIL Jobs Marketing Manager:

Organization:Ismail Industries Limited IIL

We are looking for aMarketing Managerto join our team! If you think you have the right set of skills, send in your resume now at(State the position in the subject line).

MM Role & Responsibilities:

Develop and execute holistic marketing strategies for the baby cereal portfolio, aiming to boost brand visibility and achieve market share goals.

Conduct market research to identify trends, customer needs, and competitor activities for effective marketing planning.

Lead engaging marketing campaigns across digital, social media, OOH, and other channels.

Collaborate with the product development team for synchronized marketing plans with new launches.

Manage the company's online/offline presence, including strategic sales channels and social media.

Develop and analyze the MEX budget, adjusting strategies for optimal results.

Cultivate relationships with internal functions, creative partners, and influencers for expanded brand reach.

Supervise the design of marketing materials, ensuring alignment with brand promises.

Collaborate with cross-functional teams to align marketing efforts with sales objectives.

Stay updated on industry trends, AI techniques, and competitor strategies for competitive

positioning.

Professional Qualification & Experience:

MBA in Marketing.

Proven track record as a Group/Senior Brand Manager, with 6-8 years of industry experience, preferably in the cereal sector

Strong understanding of the baby food market and consumer behavior.

Excellent communication and interpersonal skills.

Creative thinker with a strategic mindset.

Proficient in data analysis and drawing actionable insights.

Familiarity with AI techniques, digital marketing tools, and platforms.

Note:

Read the job details in image carefully.

Apply only if your credentials match the job requirements.

Candidates matching the job requirements will be considered.

Only shortlisted candidates will be called for Test / Interview.

Irrelevant/Incomplete applications will not be entertained.

Apply before the last date.

Applications received after last date will not be considered.

How to Apply: For More Details View The Image.

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