

Marketing Manager

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Company: Jagah Online

Location: Saddar Town

Category: other-general

Graduate / Post Graduate in Marketing Management Establish a brand's positioning strategy in line with the Hundred Alpha's goals and objectives Integrated communication strategy for improving brand value and brand preference Effective media management and optimization of maximum available resource Develop, organize and managing of all marketing, advertisement and promotional personnel and activities Understanding of services offered, its positioning and brand management backed by a good understanding of brand using integrated communication tools Formulating business plans for the overall growth and achievement of top and bottom- line profitability Ensure that all brand building strategies / exercise are enforced in all events and in all territories Liaison with Media Groups to establish effective brand-specific communication methodologies Promotions & Events: Identify the upcoming events for promotions and marketing activities Plan and implement promotions and event strategies for the available projects Ensuring that all the marketing materials need for promotions are designed and delivered to the field within the defined timeframe and with the approvals necessary, providing sufficient time at the event to oversee which improvement have to be made. Make sure our outdoor broadcast services are at the best positions (bill boards / hoardings) Ensure time period and minimum timeline of specific project are achieved Ensure that the outdoor media communication is placed with photographs and captions Ensure consistency in the brand image Provide innovative solutions and proposals for new POS materials for specific service or project Media Groups Management Plan and coordinate with media group / agencies for media buying Track advertising maintained with the media groups / agencies Evaluate the success of advertising campaigns and take

corrective steps
Set agency deliverables about the communication strategy
Ensure utilize internal manpower to achieve quality output
Budgeting & Planning: Prepare the annual marketing budget for HA in consultation with the top management and assign resources to specific services or projects with the break up in terms of campaign, print media and etc.
Prepare annual marketing calendar and Product specification catalogs
Review the budgets and make recommendations to the management as deemed necessary.
Job Specification
Negotiation skills, Analytical skills, Team Work, Vendor Management, Media/ Event planning, Marketing Management & Planning, Advertising and Promotions, Customer Behavior Analysis, be abreast with current market trends and Decision Making

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