



**Job title : Brand Manager ( Iraqi Citizenship is a must)**

**Reporting to : Country Manager**

My job is to develop and implement marketing plans and brand building initiatives that create loyalty for the product/brand in line with the company's vision and strategy.

**Required Skills:**

1. Developing brand communication which effectively reflects the brand objectives in order to build brand equity
2. Providing brand direction to develop and execute product/brand marketing programs to build brand awareness and increase sales.
3. Developing Brand strategies based on consumer insights from consumer research and Trackers for Kuwait and International markets in order to improve brand health.
4. Reviewing market research to anticipate competition, monitor competitor's activities and market trends and translate consumer attitudes into new branding directions.
5. Communicating brand strategies to marketing communications, sales, and other departments
6. Coordinating and aligning brand strategy with corporate marketing plan, coordinating with marketing support department to develop advertising and promotional programs, pricing, positioning, and packaging.
7. Assessing and developing brand names to differentiate product, Monitoring, planning and coordinating product launch
8. Guiding creation of product portfolio. Evaluating and analyzing program results and present recommendations for changes in brand strategy.
9. Managing and launching Brands NPD/ Brand Initiatives in order to introduce new products that meet the consumer needs and create market differentiation.
10. Improving and managing internal co-ordination with important departments for timely executions of brand plans and actions
11. Conducting consumer research whenever required based on brand issues and opportunities.
12. Regularly analyzing all brand trackers to identify brand issues and opportunities.
13. Implementing price revisions to meet agreed gross margin targets of relevant Stock keeping units.
14. Creating and implementing annual brand plans and activities in order to meet the short and long term brand objectives.
15. Executing management directives as required by direct management.

**Required Qualifications:**

Age (years): 35 years

Languages: English & knowledge of Arabic will be an advantage

Education: MBA in Marketing preferred

Professional background: At least 8 full years of marketing / brand building of FMCG products is mandatory, understanding of marketing principles and brand building elements, analytical, influencing & negotiation, Execution, Business orientation