

Brand Manager

eppc on behalf of its client, a leading distributor for a large number of quality globally known brands ranging from beauty care products through food and non food products, is currently recruiting a Brand Manager.

Major responsibilities:

- Participation in the preparation of annual marketing plans in accordance with the instructions of the principal;
- Planning, implementation and participation in the organization of sales and marketing campaigns;
- Concern for maximum cost-effectiveness of planned sales and marketing activities (ROI calculation);
- Participation in setting and implementing brand strategies (brand positioning and defining target groups);
- Ensures the preparation of monthly reports, records, notes, analysis and other necessary documentation;
- Track consumer and market insights by reviewing metrics such as sales volume, market share, profit projections, pricing and distribution, and by conducting consumer research;
- Work is carried out in accordance with job requirements and instructions of the supervisor and instructions on health and safety at work and fire policy;
- Manage external marketing partners such as advertising agencies, digital marketing firms and production companies.

Requirements for this position are:

- University education (Bachelor's degree) in Business/Economics/Management/Finance;
- Good command of English language, both verbal and written;
- Advanced use of MS Office;
- Customer focused, self-motivated and able to communicate clearly, both written and in speech;
- Awareness for personal learning and development;
- Driver's license (B Category);
- Work experience desired (1 continuous year).

Facts & Figures

Position: Brand Manager;
Location: Tirana;
To apply until: 30.06.2017.

How to apply

To apply for this opportunity, please send your CV and supporting document, mentioning the position that you are applying for, to: recruitments@eppc.al

You will be contacted by eppc only if your CV & support documents will be qualified by our evaluation team.