

Marketing Manager

EPPC Kosovo, on behalf of its client, a **leading fashion company** known for its innovative designs and quality products with a strong presence in both local and global markets, is recruiting a **Marketing Manager**.

As the Marketing Manager, you will be responsible for leading the strategic marketing initiatives to drive company growth and enhance brand awareness. Your primary focus will be on developing and implementing comprehensive marketing strategies that encompass both digital and traditional marketing channels. You will also oversee a team of marketing professionals and collaborate with cross-functional teams to ensure the successful execution of marketing campaigns.

Essential responsibilities:

- Develop and execute marketing strategies that align with the company's overall objectives and contribute to its growth.
- Oversee the planning, implementation, and optimization of digital marketing campaigns for both global and local trade, as well as manage traditional marketing efforts.
- Analyze market trends, consumer insights, and competitive landscape to identify new opportunities and recommend adjustments to marketing strategies.
- Lead, mentor, and inspire a team of marketing professionals, fostering a collaborative and results-driven work environment.
- Collaborate with internal teams such as product development, sales, and creative to ensure marketing activities are aligned with overall business objectives.
- Stay up to date with industry trends, emerging technologies, and best practices in marketing, bringing innovative ideas and strategies to the company.

Professional Expertise and Key Skills:

- Bachelor's degree in marketing, business administration, or a related field. A master's degree is a plus.
- Proven experience of at least 3 years in marketing roles, with a focus on strategic marketing and team management.
- Strong expertise in digital marketing channels, and solid understanding of traditional marketing.
- Excellent leadership and team management skills.
- Strong communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
- Proficiency in marketing tools and software, as well as Microsoft Office tools.
- Advanced English language skills.

Facts and Figures:

Position:	Marketing Manager.
Location:	Çagllavicë, Kosovë.
Salary:	Competitive.
Contract:	According to the Labor Law of Kosovo.
Deadline:	06.08.2023.

How to apply:

To apply for the position, please send your CV and related documents by specifying the position you are applying for, "**Marketing Manager**", to the email address: kosovo@eppc.al.

You will be contacted by EPPC Kosovo only if your CV and supporting documents qualify based on our evaluation team's assessment. Your CV is safe with us, and it will be treated with the utmost confidentiality.