

Join OUR Award-Winning TEAM



JAT Holdings (Pvt) Ltd is looking forward to recruit a self-motivated and diligent individual to join our ever-expanding team in the capacity of

Brand Manager

Requirements

- Age between 30 - 45 years
- Degree in Marketing or relevant field
- Fully or partially qualified in CIM
- Minimum 02 years' experience as a brand manager or in the middle level management covering both ATL & BTL
- Strong written and verbal communication skills in English
- Strong interpersonal skills, analytical skills and creativity
- Prior experience in the FMCG/Hardware Brands & retail market industry

Key Responsibilities

- Develop brand plans, guidelines, brand vision and value proposition (short term & Long term) and execute brand development strategies.
- Working with external agencies and teams to develop, execute advertising concepts and campaigns
- Analysing the market data, promotional and marketing campaigns and developing reports.
- Assisting with product development (NPD), pricing and new product launches
- Ability to understand and conduct market research studies.
- Managing, planning and execution of all communications in media platform within the budget.
- Work with the sales team and retail partners and understand the shopper behaviour to develop essential recommendations.
- Working with the research agencies to analyse and generate consumer insights to support the marketing plan.

If you are the one send us your resume to careers@jatholdings.lk mentioning **"Brand Manager"** as the subject line within 07 days of this advertisement.