

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CP-182-2022
Company Name	Roadster Diner
Industry	Food and Beverage
Vacancy	Brand Manager
Number of vacancies for that position	1
Job Type <i>(FT, PT, Contractual, Seasonal)</i>	FT, Contractual
Major(s)	Marketing, Advertising or Sales Management
Degree	BA
Years of Experience	Previous experience in Brand Manager
Location	Bsalim , Centre Plaza
Remuneration & Benefits	NSSF , Health Insurance , Staff Discount
Currency (LBP, Dollar, Lollar)	LBP
Tasks & Responsibilities	<ul style="list-style-type: none"> ▪ Embark on research projects for market understanding, segmentation, consumer behavior and perceptions by defining research objectives, managing the briefing process, defining the KPIs, managing the analysis process and building conclusions. ▪ Ensure the alignment of the brand positioning, essence and promise. ▪ Provide input in establishing the strategic vision and assist in the realization of the organization's mission, the 5-year plan and the overall goals and objectives, and create innovative projects to drive sales and profit growth. ▪ Conduct brand reviews and recommend amendments for the action plan, media plan, and resource allocation. ▪ Assist the Marketing Manager in developing insights and recommendations for current business and the broader marketplace to drive the business forward, through

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effective market penetration, sales projection and forecasting.

- Consult with Marketing Manager to contribute to creative solutions for brand challenges and structural optimizations that ensure the overall health and vitality of the organization.
- Aid in developing innovative experiences that engage the consumer that can be clearly articulated and have measurable results.
- Manage all performance tracking through setting KPIs and sales regularly.
- Liaise with 3rd parties to maximize the integration of brand communication (BTL, ATL, Online, PR, Loyalty, Operations).
- Work on special projects and ad hoc requests as needed.
- Assist in establishing internal processes to make the team run more efficiently and effectively.
- Create campaigns/new menu/new item to drive sales and engagement.
- Study the results in order to generate insights and learnings.
- Direct coordination with the agency following the brand guidelines and vision.