

## JOB POSTING REQUEST FORM

### Job Details

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| Reference #  | CP-371-2021   |
| Company Name                                       | Purple Martin   |
| Industry   | Food production   |
| Vacancy  | Assistant Brand Manager   |
| Job Type ( <i>FT, PT, Contractual, Seasonal</i> )* | Full Time   |
| Major  | Marketing/Business  |
| Years of Experience                                | 4   |
| Education  | Bachelor's degree   |
| Location   | Mazraat Yachoua   |
| Remuneration & Benefits                            | NSSF, Transportation  |
| Tasks & Responsibilities                           | <ul style="list-style-type: none"> <li>• Reflect and communicate company vision and mission in all marketing plans</li> <li>• Translate brand elements into plans and go-to-market strategies</li> <li>• Establish performance specifications, cost and price parameters, market applications and sales estimates</li> <li>• Develop and implement product launches, packaging changes, cost-saving initiatives, and marketing plan (including one and three year plans)</li> <li>• Create and execute advertising, Point of Sale (POS), publicity and consumer promotion plans</li> <li>• Liaise with agencies to develop &amp; execute marketing &amp; advertising campaigns</li> <li>• Budget marketing plan activities and breakdown chart</li> <li>• Build proper Planogram for each channel to boost store performance</li> <li>• Coordinate distributor stocks and order settings and delivery</li> <li>• Monitor brand performance; communicate and coordinate all activities and strategic implementation with distributors and their cross functional teams including sales,</li> </ul> |

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marketing people working on brand initiatives

- Lead creative development tools to motivate the target audience/shopper to “take action”
- Measure and report performance of all marketing campaigns, monthly advertising and promotional spend and assess Return on Investment (ROI)
- Manage E-commerce platforms, follow up on sale, displays, performance, marketing activities
- Monitor market trends, research consumer markets and report on competitors’ activities
- Visit market site and monitoring of product distribution and consumer reactions
- Conceive innovative ongoing growth strategies and marketing; align the company’s choices and tactics around the brand’s direction
- Analyze brand positioning and consumer insights
- Assist in Business Performance analytics and forecasting for local and foreign distributors
- Report plans and outcomes and KPI to stakeholders on monthly and quarterly basis