EVYAP
ASSISTANT BRAND MANAGER JOB ANNOUNCEMENET

JOB DESCRIPTION:

This role will be responsible for assisting the brand's long-term strategy development and executing marketing plans together with defining the brand's pricing, packaging, advertising and promotion strategies and allocating the budget accordingly. This role will also execute Evyap central marketing initiatives in support of long term strategies. These strategies are accountable for delivering the marketing plans, brand budget, tracking brand health & shares & defining &tracking actions accordingly w/ Evyap BUs. In addition to central marketing duties, this role is expected to assist the business unit team on assigned brands or will manage smaller brands in all aspects of the P&L.

Main Responsibilities:

1. Analyzes retail (Nielsen) and shipment data and compares results to established objectives to assure the effectiveness. Closely monitors and analyzes sales volumes, market share trends and competitive activity,
2. Assists in the identification, development & execution of business building ideas and works with other business unit team members,
3. Coordinates & implements product management projects with internal and external resources to achieve results (product development, production planning, trade promotion, sales, market research and advertising agencies),
4. Responsible from daily / monthly executional work plan of brand Responsible from agency relations and seamless implementation of projects and activities,
5. Supports product development activities, closely working with R&D, production and procurement teams and leading packaging design projects,
6. Monitor, control and report marketing budget,

REQUIRED QUALIFICATIONS:

- Demonstrated leadership and team skills
- Strategic thinking & analytical and problem solving skills
- Results oriented & ability to balance multiple priorities and meet deadlines
- Multifunctional skill base (financial, operations as well as marketing)
- High level of initiative and assertiveness
- Team player
- Excellent command of English

Background:

- 1-2 years full-time marketing experience in an FMCG company,
- University degree in a relevant discipline from a reputable university, MBA is an asset,
- Proficiency in MS Office application,

SON BAŞVURU TARİHİ: 22.03.2015

Yukarıda şartlara uyum sağlayan ve başvuruda bulunmak isteyen mezunlarımız fotoğraflı özgeçmişlerini cv@ticaret.edu.tr adresine mail atarak yapabilirler.

Not: Bu ilan, sadece İstanbul Ticaret Üniversitesi öğrencilerini ve mezunlarını bilgilendirme amacı taşımaktadır.

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Kariyer Planlama Merkezi Müdürlüğü
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