

1. MARKETING MANAGER POSITION

Μέσο: BUSINESS TODAY

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MARKETING MANAGER POSITION

An International Company, leader in its market within the Retail Food Sector, is seeking to hire a **Marketing Manager**

The Role:

Responsible for the design, adaptation and implementation of all product and activations launches, communication and marketing plans within the Greek market. Your role will contribute to the profitable growth of the business through effective implementation of Corporate/Local Store marketing programs in cooperation also with the European Marketing Team of the Brand. This is a professional role with active participation for creating marketing growth strategy to ensure long term market growth in the market (consumer communications & momentum; brand awareness & product marketing, Local Store Marketing).

Works closely with the Operations Team, the HR and Training Executive and the E-Commerce Manager aiming to provide a total customer experience.

Job Duties:

- Develop and implement the annual marketing and Local Stores marketing plan
- Analyze the success of marketing campaigns and create reports
- Supervise advertising, product design and other forms of marketing to maintain consistence in branding
- Manage new product launches
- Create post event analysis reports
- Propose new marketing, media & PR actions in line with the corporate strategy
- Implements marketing and advertising campaigns plans, and objectives through the Communications Agency
- Design all marketing material and supervise the production of them.
- Design and implement through the Communications agency, PR activities associated with new launches
- Write reports and creative briefs
- Monitor sales data and make proposals to ensure targets to be met
- Track consumer and market insights and create reports
- Monitoring competition and market trends and make proposals
- Manage marketing budget

Desired skills and experience:

- 3-5 years of experience in a brand management position in the Retail sector (experience in the Food Retail is considered a plus)
- College or University working and thinking level, MBA preferred
- Strategic Leadership - ability
- Analytical ability
- Superior Critical Thinking and Problem Solving
- Strong organizational skills
- Strong communication and influence skills
- Focus on details
- Judgment and Decision Making skills
- Outstanding presentation skills
- Creative enough to introduce new initiatives that will develop opportunities for the business
- Self-motivated with a strong drive for results and intellectual curiosity
- Must be able to meet deadlines and work well under pressure in a fast-paced environment

Send your CV to admakfn@gmail.com