



BRAND MANAGER

 Location
Orion City

The Role

- Develop and implement the annual brand strategy to enhance consumer engagement and drive offtake.
- Conduct brand health assessments, audits, and market research to derive actionable insights.
- Plan and execute 360-degree marketing campaigns across TV, digital, print, and other channels.
- Develop a three-year innovation pipeline and drive the conceptualization of new product innovations.
- Oversee the existing product portfolio, ensuring profitability and alignment with evolving market needs.
- Collaborate with internal teams to assess the feasibility of new innovations and bring concepts to market.
- Ensure target gross profit (GP) margins are met through strategic pricing, cost optimization, and value creation.

The Person

- Bachelor's degree in management, CIM, or SLIM qualifications.
- Minimum of two years in a managerial role within the FMCG industry.
- Strong knowledge of FMCG market dynamics, brand equity principles, media planning, and brand-building strategies.
- Attention to detail and strong problem-solving skills.
- Ability to analyze consumer insights and translate them into actionable strategies.
- Strong collaboration, communication, and negotiation skills.
- Proficiency in data analysis, presentation skills, project management, and social media analytics.

Please submit your CV to careers@atlasaxillia.com

