

Assistant Brand Manager - Rivoli Vision

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Company: Rivoli Group

Location: Dubai

Category: healthcare-practitioners-and-technical

THE JOB

Primary role will be to manage a portfolio of Eyewear brands.

Job Description

Managing the assigned portfolio of brands with a complete understanding of the eyewear retail business environment

Managing brand principal relationships holistically- product/marketing/brand information/trainings/new launches, etc.

Researching trends in international and domestic markets and formulating strategies to always stay ahead of competition. Being the key person for market intelligence within the eyewear industry

Driving marketing initiatives for the respective brands with the support of the inhouse marketing team

Forecasting sales and formulating the brand budgets

Developing business plans to achieve the brand objectives

Managing the overall brand/product lifecycle right from product selection to sales to the end customer

Managing the buying cycle, order placement for brands with an effective management of the OTB (Open-To-Buy)

Managing the inventory, ensuring the right product is available at the right point of sale at the right time, periodically identifying slow-movers and plans to liquidate the same

Monitoring the sales targets and purchases for the assigned brand portfolio across the various markets/channels

Ensuring the pricing parity is maintained across the channels the brand is present in the regions Rivoli Vision operates and constantly benchmarking with home markets.

Visiting retail stores to ensure the brand is given its due visibility and merchandising guidelines are implemented

Driving the e-commerce business for the assigned brand portfolio

PROFILE

Graduate or Post-Graduate with a background in Marketing/E-commerce

At least 3-5 years of experience in Brand Management

Possess excellent communication skills. Arabic language proficiency is a plus

Proactive, result-driven and presentable

Strong analytical and interpersonal skills.

Ability to work independently and as part of a team

Fully conversant with MS office applications

Must have a valid UAE driving license

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