Marketing Executive - Apparel Group

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Company: Talent Pal

Location: united arab emirates

Category: other-general

P OSITION OBJECTIVE he position is responsible to develop and implement the long and shortterm marketing strategies of the brands assigned. esponsible for brand management budget management business development and people management. K ey Responsibilities: ork closely with the brands assigned and manage the marketing services function to support the brand and ensure that all above and below the line materials are delivered within budget and that the content and quality of all communications enhance the brand and grow the business in line with brand objectives. esponsible for campaigns for existing and new stores building and maintaining media relationships and ensuring effective communications with agencies in all markets. B rand Management ntegrated communication strategy for enhancing brand equity and brand preference. fficient media management and planning for optimum utilization of resources.anage and coordinate all marketing advertising and promotional activities.nderstanding of product positioning and brand management backed with strong understanding of brand communication using integrated communication tools. B udget Management / Profit Management ormulating marketing plans for overall development and accomplishment of top and bottomline profitability of the brand.evelop new clients and negotiate with them for securing profitable business. B usiness Developmentlan and execute marketing strategies to achieve desired volume market share and profit objectives. nhance brand visibility and accelerate business growth through aggressive business development strategies. evelop strategic relationships with key accounts from various sectors to understand their requirementsrovision customized solutions i.e. products and services as well as cultivating relations for retention and acquisition. evelop sales and customer marketing

campaign for the organization based on market trends new market identification and consumption patterns. ormulate and identify strategic alliances for developing new business partners in different regions to open new lines of business. M arketing Operationsonduct competitor analysis by keeping abreast of market trends and competitor moves and identifying prospective clients from various sectors and generating business from the existing. dept in handling all the retail operations detailed market analysis range and product selections marketing and client servicing. dentify customer segments buying behavior and preferences through the loyalty program by analyzing their consumption behavior and formulating specific initiative. anage customer centric operations and ensure customer satisfaction by achieving service quality norms. dentify current market trends gather competitors data identify consumer insights to increase brand penetration and brand loyalty in the market. esponsible for advertising media planning and working with local and national media houses creative team researchers and other media contacts for preparing cost effective Media Plan. lign with creative team and visual merchandisers to finalize campaign designs. nsuring to achieve 100% ROI (Measurability Report of ROI expectation needs to be filled before each event). vents & Campaigns Post Mortem Reports with the ROI calculation to understand if the event achieved the planned and been successful. orking closely with the territories Marketing heads and updating them with the brand information as well as providing the required artworks/media plans/briefs and understanding region requirements and opportunities. More jobs on

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