

**Position details:**

**ROLE: ASSISTANT /BRAND MANAGER**

**Reports to: Assistant General Manager**

**Position Location: Andheri Mumbai**

**JOB DESCRIPTION:**

1. **Brand performance**
  - a. Develop detailed activity calendar on brands to deliver brand targets
  - b. Drive market share for the brand through timely execution of the same
2. **Communication development**
  - a. Develop positioning of the brand (Brand Key)
  - b. Develop communication creatives for all media based on above
  - c. Evaluate various propositions, storyboards/creative and final story board up for production
  - d. Manage the film development: Coordinate with agency for shoot with creative agency
3. **Media plan development and execution**
  - a. Own the monthly media scheduling process (mainly digital )
  - b. Track and monitor media plans deliverables
4. **Brand health monitoring**
  - a. Track brand health parameters on a quarterly basis
  - b. Incorporate the same into work plans to help improve brand health parameters
  - c. Analyse data on a regular basis to capture market trends and brand performance
5. **Promotion Planning and execution**
  - a. Work with General trade and Modern Trade sales team for allocation of promotion and successful execution
  - b. Coordinate with vendors to ensure timely receipt
  - c. Drive the development of packaging / trade visibility for innovation
6. **Budget tracking**
  - a. Ensure spends are in line with brand plans
  - b. Tracking monthly spends in the provisions system
  - c. Ensure compliance with audit norms
7. **Other Key tasks**
  - a. Support New Product development
  - b. Drive the development of packaging / trade visibility items
  - c. Provide individual view points and learnings collated from the reports sent by the media team
  - d. Build strong relationship and foster teamwork among agencies, suppliers and internal team to achieve best performance

**THE IDEAL CANDIDATE:**

- Would have around 3-4 years experience (min 3 yrs), MBA from a reputed institute
- Would have handled brand management responsibilities for a FMCG/ OTC brand. ( MUST )
- Should have handled digital marketing extensively. This will be a key requirement. Should be well versed with social media, SEO/SEM, youtube and other digital platforms and media. ( MUST)
- Should have ideally handled national level promotions and activations in Modern trade. ( MUST)
- Most imp: Should have handled all 6Ps for a brand with sizeable marketing budget, including TV, Print & Digital media and also TVC development with celebrity, Consumer offers, Trade promotions

- Would be well-versed with syndicated databases like AC Nielsen panel & IMRB Household panel and other Consumer & Market researches
- Would be proficient in data analysis
- Would have been part of at least one full-fledged NPD cycle from product development to launch stage
- Would have experience of dealing with agencies (creative, media, digital, research)
- Would be willing to travel frequently for market visits and consumer contacts to any part of the country
- Preferable Female Candidate