



cutting through complexity

MARKETING BRAND MANAGER

LOCATION: TIRANA

Combine your talent and passion at the forefront of this new

Our client is a leading Fast Moving Consumer Goods company operating in Albania. Following its rapid growth, the company is looking to expand its team with a result-driven and team-oriented professional for the position of:

Marketing Brand Manager

Reporting to the Marketing Manager, based in Albania, you will be responsible for achieving and maintaining high performance standards related to planning, developing and directing the marketing efforts for a particular brand or category. In more details, you will create the marketing brand plan, budget and activities plan including strategies for positioning on the domestic and export markets. Furthermore, you will design and evaluate the necessary activities in order to develop brands in various distribution channels, with specific focus on promotions for consumer and commercial, merchandising, etc. You will monitor product distribution and analyze reactions of clients and customers (through Focus Groups and other techniques of marketing research). Being aware of market trends, you will have to identify areas for innovation and research growth opportunities, product development in similar competitive markets. As a Brand Manager you will be accountable for generating and seeking ideas for new products and packages. Other responsibilities include training sales staff for existing and new products and reviewing and reporting on all marketing activities and results monthly and quarterly.

Other essential characteristics for this role are:

- University studies in an economic discipline, marketing profile
- Postgraduate studies in the field of marketing (Master, etc.) are an advantage
- Minimum four years marketing experience from the FMCG sector in local or international companies with focus in ATL advertising
- Experience in managing international brands will be an advantage
- Willing and readiness to participate in night life marketing events
- Fluency in English – written and spoken
- Strong computer skills, including MS Office (Excel, Power Point)
- Driving license with a clean record

Please send your structured Curriculum Vitae together with a motivational cover letter in English by 3 April 2015 to KPMG Albania Shpk to the following email: peopleandchange@kpmg.al or at the address: Dëshmorët e Kombit Blvd., Twin Towers Buildings, Building 1, 13th floor, Tirana 1000, Albania, for pre-selection. Only shortlisted candidates will be invited for an interview. Documents will be treated in strict confidentiality.

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