



"Dmax Expert" Company has exclusive distribution rights of DEKA, OLIM brands portfolio.

It offers complete and comprehensive business solutions for sales and distribution, logistics services, marketing and brand management services for a large number of different products and business areas.

We are looking for a potential candidate in the following position:

### **Brand Manager**

#### **Main duties and responsibilities:**

- Directs and implements marketing plans aiming the increase of the market share of the brands he/she will manage.
- Identifies local opportunities to promote the existing products portfolios respecting the company values.
- Develops a segmentation products that manages and provides a financial argumentation for the new programs development, develops new product definitions, directs and manages the development efforts for these products.
- Visits the customers on weekly basis, negotiates agreements and builds long-term relationships with them.
- Monitors the products presence/visibility and provides their support in marketing.
- Participates and implements the marketing plans in finding the specific positioning ways in the market in order to improve the brand visibility and presence.
- Provides information on sales forecast.
- Follows up and manages the process since the perception to the implementation, publicity materials for various marketing campaigns.
- Manages and implements the distribution of marketing materials according to the marketing plan.
- Maintains continuous contacts with the media, the studios, the suppliers and the customers.
- Maintains detailed documentation for each financial transaction in accordance with campaigns (ATL / BTL).
- Optimizes the strategy and presence/ visibility movements of the product.
- Engages in organizing various events of the company and ensures their successful organization.
- Supports Marketing Department in: planning marketing activities, campaigns, promotions, public relations building PR (media, graphic studio, printing, clients, etc.), development of advertising programs, publicity materials management, market research, develop / analysis questionnaires.

#### **Main qualifications:**

- University Degree in Business Administration/Marketing.
- 2 years of work experience in Product Marketing, brand management (work experience in international companies will be priority).
- Analytical skills in market research, forecasting and supply chain management.
- Communication skills in, leadership, good presentation skills.
- Computer knowledge.
- English language knowledge.

You must submit the following documents to the email address [hr@dmax.al](mailto:hr@dmax.al):

- Cover Letter (for the position required)
- CV

Deadline for application admission: **12 February 2014.**

Only candidates, who meets our conditions, will be contacted.