

	JOB DESCRIPTION	Appendix No. 04	
		Rev. No.	02
		Issue No	01
		Issue Date	01 - 11 - 2012

Job Family: Branding
Job Level: Professional Expert
Job: Brand Manager
Position: Brand Manager
Job Grade:

Job Purpose:

To ensure the implementation of the marketing strategies in order to achieve the predetermined marketing objectives.

Key Responsibility Areas:

- Implement marketing activities and policies to promote products and services.
- Conduct research, analyze and monitor financial, technological and demographic factors in order to capture market trends.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Co-ordinate with product development personnel on product specifications such as design, color, and packaging.
- Negotiate contracts with vendors and distributors to manage product distribution, establishing distribution networks and developing distribution strategies.
- Take effective control of marketing results and ensure that the corrective actions take place in order to achieve the marketing objectives.
- Prepare periodic reports for management decision making.

Competencies Required:

- Knowledge of principles and methods for promoting and selling products or services.
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Educational Qualification:

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- Master's in Business Administration (Specialized in Sales & Marketing).

Experience:

- 7 - 10 years of relevant experience with 3 years in similar role.

The above represents an overview of the key responsibility areas.

I hereby agree and accept to fulfill the same.

Details	Name	Signature
Position Holder		
Reporting to		
Head of the Department		

Date: