

Job Title: BRAND EXECUTIVE

Reports to: BRAND MANAGER

Department: MARKETING

Job Purpose: To support the daily implementation of plans as per agreed brand/marketing strategy in timely manner to achieve set objectives.

Main Responsibilities:

- Supports implementation of all MPL brand plans.
- Develops implements and monitors media schedules for brand activities for internal and external media.
- Implements promotional activities and campaigns.
- Merchandising management for all ABL and BTL medium
- Develops and maintain database for suppliers, agents, vendors, advertiser and readers.
- Supports execution of corporate PR activities.
- Supports new product launches.
- Media buys and implementation.
- Generate revenue from partnerships

Qualifications and Experience:

- **Academic:** University Degree in Marketing or any business related field from an accredited institution
- **Professional:** Diploma in Professional Marketing is an added advantage
- **Experience:** At least 3 years' experience in brands and communication, preferably in an FMCG company

Core Competencies:

- Digital savvy
- Functional knowledge MS office i.e. PowerPoint, Word and Spreadsheets.
- Good planning and organizing skills
- Innovative and creative
- Strong communication (oral & written)
- Good interpersonal skills
- Drive for results
- High personal integrity
- Ability and willingness to learn

If you believe that you are our ideal candidate, please submit your application, detailed CV and academic documents with a daytime telephone number by **October 13, 2017** to: resourcing@ug.nationmedia.com

Please note that short listed candidates will be contacted.

