

WE ARE HIRING !

JOIN OUR TEAM

Brand Manager

The United Basalt Products Limited is looking to recruit a motivated Brand Manager who will report to the Group Communications Manager.

KEY RESPONSIBILITIES

- Develop and implement comprehensive brand marketing strategies to create and enhance brand awareness, equity, and market share
- Deploying successful marketing campaigns from ideation to execution
- Plan and execute multi-channel campaigns, including digital, social media, print, and PR
- Work on the creation of marketing materials, including brochures, press releases, website content, and social media posts
- Work closely with the sales team and other stakeholders to ensure cohesive messaging and strategy
- Manage the brand marketing budgets, ensuring cost-effective use of resources
- Monitor and analyse the effectiveness of marketing campaigns using various metrics and tools, adjusting strategies as necessary
- Ensure all marketing efforts align with the overall brand strategies and maintain brand consistency across all channels
- Stay up-to-date with the latest marketing trends and technologies to keep the brand ahead of the competition
- Work in collaboration with the digital team to develop a content calendar for each brand, ensuring captivating captions and overseeing the digital strategy

CANDIDATE PROFILE

- Bachelors' Degree in Marketing/ Business or any related field with at least 5 years' experience in a similar position
- Previous experience in managing and leading teams
- Deep understanding of media, influencer, and stakeholder landscape
- Excellent communication and interpersonal skills
- Creative thinking and problem-solving abilities
- Strong project management skills with the ability to manage multiple projects simultaneously.
- Physical ability to perform outdoor work in a dust exposed environment
- Willing to work odd/ flexible hours or on a shift system as and when required
- Adhere to Health, Safety and Environment standards

REMUNERATION AND BENEFITS



Attractive remuneration package



Continuous Development



Career Opportunities



24hrs Personal accident



Welfare activities

Interested candidates are requested to send their application on hrvacancy@ubpgroup.com quoting reference HR/BM/UBP before 05th August 2024.

Management reserves the right to call only the best candidates for interview and not to make any appointment following this advertisement.