



JOB DESCRIPTION

Position Summary

The role of **Brand Marketing Manager** is a key member of the Shared Services Marketing Team, supporting the assigned brand(s). This role is responsible for developing and delivering integrated marketing strategies and in-store experiences, combining ATL and BTL campaigns with commercial initiatives that drive foot traffic, customer engagement, and sales performance.

The ideal candidate will have a deep understanding of retail and QSR customer behavior, a strong creative sensibility, and a commercial mindset focused on results. You will play a critical role in shaping how our brands connect with customers in-store, online, and across traditional media platforms.

Key Responsibilities

1. Brand Strategy & Identity

- Own and maintain the **brand vision, tone, and positioning** for the assigned brand.
- Translate brand strategy into creative campaigns and in-store experiences that are consistent, compelling, and relevant to target audiences.
- Act as the **brand guardian**, ensuring all marketing materials and communications meet brand standards and drive emotional connection.

2. In-Store Marketing Initiatives

- Plan, design, and implement **in-store marketing campaigns** including signage, POS materials, promotions, visual merchandising, and customer journey touchpoints.
- Coordinate with operations and store managers to ensure flawless **execution of campaigns** across all store locations.
- Introduce and manage **seasonal themes, new product rollouts, and promotional activations**.

3. ATL & BTL Campaign Management

- Develop and oversee **ATL campaigns** including radio, print, OOH, and sponsorships—working with media agencies and creative partners.
- Lead **BTL activations**, including customer sampling, in-store events, community outreach, and tactical footfall-driving initiatives.
- Align ATL/BTL efforts with digital marketing and social media strategies to create a seamless 360° brand experience.



4. Commercial Initiatives & Sales-Driven Marketing

- Collaborate with the Commercial and Category teams to build **traffic-driving campaigns, product bundles, and price-led promotions** tailored for specific brands or store clusters.
- Create, brief, and execute promotional calendars that align with key sales periods and retail opportunities.
- Analyze performance of offers and promotions to optimize future commercial efforts and ensure alignment with business goals.

5. Cross-Functional Collaboration

- Partner with Creative, Digital, Commercial, and Operations teams to develop and execute marketing plans.
- Liaise with external vendors, agencies, printers, and media houses for campaign production and rollout.
- Ensure alignment across all stakeholders on brand plans, campaign timelines, budgets, and objectives.

6. Campaign Performance & Reporting

- Track KPIs including **sales uplift, foot traffic, customer engagement, campaign ROI**, and brand health metrics.
- Provide regular performance reports and actionable insights to inform future strategies.
- Monitor competitor activity and market trends to ensure the brands remain differentiated and relevant.

Qualifications & Experience

- Bachelor's Degree in Marketing, Business, Communications, or a related field (MBA or similar qualification is a plus).
 - Minimum 5 years' experience in brand marketing, preferably within multi-site retail, restaurant/QSR, or FMCG sectors.
 - Proven success in conceptualizing and executing ATL/BTL campaigns and in-store marketing programs.
 - Strong understanding of commercial marketing and data-driven promotional strategy.
 - Proficient in Microsoft Office, Adobe Creative Suite (a plus), and data/reporting tools such as Excel, Google Analytics, or Power BI.
 - Experience managing external agencies and multiple projects in a deadline-driven environment.
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Key Skills & Competencies

- **Creative Thinking & Brand Storytelling** – Ability to bring brands to life through unique and relevant campaigns.
- **Commercial Acumen** – Skilled at creating marketing plans that drive measurable sales and traffic.
- **Execution Excellence** – Meticulous project manager who can lead campaigns from brief to post-launch analysis.
- **Collaborative Leadership** – Proven ability to influence and align cross-functional stakeholders.
- **Customer-Centric Mindset** – Focused on delivering engaging experiences and value for the end consumer.
- **Analytical Skills** – Comfortable with marketing performance metrics and optimization strategies.