

Hania Gad

Job description

The job description is for a Brand Marketing Associate position in Fashion. The company, called Chalhoub, is based in Dubai. They hold a variety of positions in many different cities. This job position I'll be applying for is located in Cairo, Egypt. These are the responsibilities that are mentioned and needed for the job.

That the Marketing Executive needs to develop and execute effective marketing strategies to support business growth and the brand's development, and will be collaborating with commercial teams. They are responsible for closely interpreting, altering, and executing brand marketing plans, ensuring strict adherence to brand guidelines while considering the brand's budget and standards.

Key Responsibilities are:

- Follow all relevant division policies, processes and standard operating procedures so that work is carried out in a controlled and consistent manner.
- Follow the day-to-day activities related to your own job with minimal supervision to ensure continuity of work.
- Escalate complex problems to the relevant person to ensure the case/issue is closed efficiently and in a timely manner.
- Assist in building a marketing plan / calendar for the different chains/brands/ markets in close co-operation with the Department Manager and the brands marketing departments. Carry out local market research, customer survey, assessing customer demands, brand positioning and monitor competitor activities.
- Inform purchasing supervisor about marketing activities to ensure the availability of the stock timeframe.

- Develop and execute marketing plans that make sense for the business objectives.
- Conduct market research and competitor analysis to identify opportunities and threats.
- Manage and execute marketing campaigns across various channels (digital, print, events, etc.).
- Develop and maintain strong relationships through social media, advertising companies, and suppliers.
- Analyze marketing campaign performance and provide insights and solutions.
- Participate in relevant projects and community activities as and when needed
- Prepare monthly updated report of expenses

Required Skills and Experience are:

- Experience in marketing and communications.
- Strong analytical and problem-solving skills.
- Excellent project management and organizational abilities.
- Strong communication skills.
- Proficiency in marketing softwares.

The benefits of the job position:

With us, you will turn your aspirations into reality. We will help shape your journey through enriching experiences, learning and development opportunities and exposure to different assignments within your role or through internal mobility. Our Group offers diverse career paths for those who are extraordinary, every day.

We recognise the value that you bring, and we strive to provide a competitive benefits package which includes health care, child education contribution, remote and flexible working policies as well as exclusive employee discounts.