



## **JOB DESCRIPTION**

### **Brand Marketing Manager**

**Location:** Fair Trade Lebanon- Hazmieh

**Type of Contract:** Limited Contract

Location: Hazmieh – On site

**Languages Required:** Excellent writing skills in French & English

**Reporting to:** Marketing Director

### **JOB SUMMARY**

We are looking for a dynamic Brand Marketing Manager to lead and execute our FMCG brands strategy, ensuring a strong, consistent presence across all channels. This role involves developing marketing campaigns, managing brand positioning, and driving engagement with our target audience. The ideal candidate is a strategic thinker with a creative mindset and a data-driven approach to decision-making.

### **ROLES AND RESPONSABILITIES**

#### **Brand Strategy & Positioning**

- Develop and execute comprehensive brand marketing strategies that align with business goals.
- Ensure brand consistency across all platforms, including digital, print, and retail.
- Monitor market trends and competitor activities to identify growth opportunities.

#### **Campaign Development & Execution**

- Plan and manage integrated marketing campaigns, including digital, social media, influencer, and traditional media.
- Oversee content creation, ensuring messaging aligns with the brand's voice and values.
- Collaborate with internal teams (designers, product, sales) and external agencies to execute campaigns effectively.

#### **Consumer Engagement & Insights**

- Conduct market research and analyze consumer behavior to optimize brand positioning.
- Develop strategies to enhance customer loyalty and brand advocacy.
- Leverage data analytics to measure campaign performance and ROI.

#### **Partnerships & Collaborations**

- Identify and manage brand partnerships, sponsorships, and influencer collaborations.

- Work closely with PR teams to enhance brand visibility and reputation.

### **Budget & Performance Management**

- Manage the brand marketing budget efficiently to maximize impact.
- Track and report on key performance metrics, providing insights for future improvements.

### **QUALIFICATIONS**

- Bachelor's or Master's degree in Marketing, Business, or a related field.
- 5+ years of experience in brand marketing, preferably in the FMCG sector.

### **PREFERRED SKILLS**

- Willingness to commit to the Fair Trade standards
- Strong understanding of digital marketing, social media, and brand storytelling.
- Excellent project management and leadership skills.
- Creative mindset with the ability to translate data into actionable strategies.
- Strong analytical skills and experience with marketing analytics tools.
- Ability to work in a fast-paced environment and manage multiple projects.

### **APPLICATION SUBMISSIONS GUIDELINE:**

- Interested applicants to send their cover letter and CV to [careers@fairtradelebanon.org](mailto:careers@fairtradelebanon.org)
- Only shortlisted candidates will be contacted.