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Head of Marketing

Description

Responsible to build profitable sales of their branded products, ensuring the products increase market share and manage the product life cycle to maximize the sales and profitability. The role offers a mix of Brand Building, Brand Development and Category Building. Focus on building the pillars of marketing and category management by allocating resources and developing the marketing and NPD teams. Collaborate with different functional teams to understand the consumer's preferences and ensure the P&L's delivered accordingly. Create a positive brand image within the business and externally with the customers and consumers to improve product sales and market share. Manage, motivate and mentor fellow team members to achieve the targeted goals.

Qualifications

At least 10+ years' experience of in FMCG industry with relevant Bachelors Degree in Marketing or equivalent. Communicates fluently in English and Arabic is an added advantage. Looking for someone who has analytical skills, presentation skills, result-oriented and problem solving skills.

Hiring organization

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Employment Type

Full-Time Regular

Job Location

Riyadh

Date posted

September 27, 2019

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