

Turkey Jobs Expertini®

Brand Manager

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Company: Diageo

Location: İstanbul

Category: other-general

Description

BE PART OF A CULTURE WHERE EVERYONE HAS THE OPPORTUNITY TO DEVELOP AND GROW

Who We Are

We are on a journey to reloading and renewing the socialization and celebration heritage of this land for generations to come.

Our ambition is to be the best performing, most trusted, and respected consumer products company in Turkey.

International Business Unit – Marketing Department – Brand Manager Role:

What about the role?

The successful candidate will be responsible for managing the entire product line life cycle for export markets' portfolio from strategic planning to tactical activities in full compliance with local laws of relevant markets.

What you will be doing?

Briefing and deploying market-leading communications. Preparing & managing all digital, and PR activities

Analysis and internal reporting- Lead the needed analysis and internal reporting of brands / market and trends in order to understand business issues / opportunities

Coordination and collaboration with global and cross functional teams- Develop strategies

& annual plans according to core brand strategies and function business objectives taking into consideration the cultural differences & legal obligations in target markets.

Creative – Proven experience inspiring and collaborating with agency partners in foreign markets as well as in Turkey to deliver breakthrough communications thinking. Thinks outside existing paradigms and nurtures big ideas for competition on merits.

Insight Driven – Curious about consumers and what drives them, and can unlock insights to change consumer relationships with brands

Work with the team to develop innovative marketing programs and event campaigns

Inspiring – Brings energy and passion to the business and creates mass followership

Leading a strategy that drives transformational growth

Portfolio and performance management

Relationships – Builds strong cross-functional relationships.

Strategic – Strong proven experience creating strategies for growth

What we are looking for

B.A. or B. Sc. degree or MBA qualification in Business /Marketing

Min 4 years experience in Marketing & product management.

Excellent command of English, High command of Microsoft programs (especially Excel and PowerPoint)

Analytical mind with strong planning and organizational skills

Result oriented and highly motivated approach with entrepreneurial drive

High interpersonal & communication skills

#LI-Hybrid

Worker Type :

Regular

Primary Location:

MeyDiageo Istanbul Head Office

Additional Locations :

Job Posting Start Date :

2023-02-21

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