

Brand Marketing Manager - Hybrid

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Company: Yemeksepeti

Location: İstanbul

Category: other-general

Job Description

Managing a 2-3-people team of brand specialists accross food, dmart & local store businesses, while directly reporting to Marketing Communications Director

Run monthly promotional campaign processes from idea to negotiation to execution and reporting

Building strong collaborative relationships with cross-functional business teams and managing relationships creative agencies & partners

Develop project plans and calendars with her/his team based on KPI's and targets and present to her/his manager and C-Level or regular patterns

Assisting the marketing communications director to the development and implementation of specific parts of the annual ATL communication and activation plan ensuring it is in line with overall strategy,

Working closely with the Integrated Agency Team to support effective execution of 360 ATL and BTL campaigns,

Supporting team on managing Marketing Budgets and spending approval process.

Qualifications

Educational background with a degree in Management, Economics, Advertising, Industrial

Engineering, Sociology, Psychology or similar, preferably with a Masters degree in Marketing, Advertising, MBA etc.

At least 6-7 years of experience as a brand / marketing professional in digital/e-commerce/technology/FMCG/advertising companies, with exposure to budget management,

At least 2-4 years of people management experience, with campaign best practices acumen, managing significant marketing/communications budgets and results

Strong capability for analysis to support complex strategic business/campaign processes, with the ability to deliver SMART action plans according to department goals,

Strong communication skills in English/Turkish, to serve with fine presentation & reporting know-how,

Collaboration, cross-functional working & multi-tasking skills,

Good command for detecting new and applicable trends, technologies and campaign ideas.

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