

Brand Specialist - Hybrid

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Company: Yemeksepeti

Location: İstanbul

Category: other-general

Job Description

Building strong collaborative relationships with cross-functional business teams and creative agencies & partners while reporting to the senior brand executive,

Assisting the brand team 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

Degree in Management, Economics, Advertising, Industrial Engineering or similar,

1-3 years of experience as a brand specialist in digital/e-commerce/technology/FMCG industries, with exposure to budget management,

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

Good 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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