

Turkey Jobs Expertini®

Senior Brand Manager - Creatives & Initiatives

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Company: Red Bull

Location: İstanbul

Category: other-general

The Snr. Brand Manager is responsible for developing product/brand positioning, associated marketing themes, and media channels that align with target customer demographics, developing and implementing marketing strategies/plans including creative development processes and implementation of all consumer activations, cartoon communications, occasion focused campaigns as well as new product launches leading incremental improvements within beverages, and the expansion of the brand into new categories. This role will work closely with International Brand Team as well as local and global creative agencies. Together with the brand marketing team, they will establish the Turkish face of the global Red Bull brand by implementing a targeted, credible and efficient marketing program. Manages a team of talents, while also influences entire marketing and sales teams as the brand guardian for the whole business.

RESPONSIBILITIES

Areas that play to your strengths

All the responsibilities we'll trust you with:

Supports development and lead implementation of BP, translating brand strategies into brand plans building a holistic and always on brand communication plan. Implements the business strategy successfully, while managing associated changes and people processes.

Collaborates & ensures synergy on any trade/marketing initiatives.

Works with the regional team and International HQ specialists to share learnings, best practices, to align plans, share latest updates and insights.

Ensures creation & implementation of perfect and ongoing POS plans throughout the year

across all sales channels working in collaboration with Field and Trade Marketing teams.

Manages creative processes from briefing to implementation for campaigns around cartoons.

Generates consumer insights and translates them into successful brand initiatives occasions, consumer activations, and all Red Bull titled & 3rd party events.

Creates branding and through the line communication for specific marketing projects in strong collaboration with the respective marketing functions, international brand & legal teams, and respective local & international agencies.

Strengthens agency service & client/agency relationships.

Works together with Brand Manager – Research to translate consumer insights into actionable consumer activation campaigns.

Develops 360 consumer activation campaigns using new and innovative tactics around data.

Ensures successful execution of all event, and/or product related consumer activations in strong collaboration with field marketing, culture, on premise, off premise and sports marketing teams.

Identifies market opportunities, ensures successful planning and execution of product & packaging launches together with sales, finance and other marketing functions.

Creates and implements 360 launch plans for new products (in & out editions).

Manages long-term portfolio decisions and HQ alignments.

Supports the ownership of The ORGANICS by Red Bull product line for Head of Brand.

Minimum 8 years of experience in brand management, product launches, 360 campaign management with strategic thinking;

Strong communication and negotiation skills;

Ability to lead and manage multiple agencies & partners at a senior level;

Project Management: Ability to oversight and manage multiple initiatives by establishing courses of action for self and others to ensure that work is completed efficiently and effectively;

Fluent in written and spoken English with an outstanding writing and verbal communication skills.

University Degree

Fluent English

Travel 20-30%

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Red Bull

Giving wiings to people and ideas since 1987

In the 1980s Dietrich Mateschitz developed a formula known as the Red Bull Energy Drink. This was not only the launch of a completely new product, in fact it was the birth of a totally new product category.

What drives us Chasing our potential

Since the early days of Red Bull, an entrepreneurial mindset has always guided our approach to work and the environment we create:

Meaning

Find your meaning and use your strengths to achieve it!

The bigger reason why you work. To contribute and add value to something or someone.

Freedom & Responsibility

Take real responsibility for yourself and your work.

To have the freedom to work on something the way you want to.

Mastery

Love life, love work, love to challenge yourself!

Turn your talents into strengths to become excellent at what you do.

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