



CAREER OPPORTUNITY

Job Title –Brand Manager

Reporting to
Grade

Marketing Executive
D2

PURPOSE OF THE JOB

Under the guidance and support of the Marketing Executive, effectively manage all elements of the brand marketing mix within Southern Africa in order to ensure that the brand continues to grow

KEY TASKS AND RESPONSIBILITIES

- ? Assist in development of the annual brand strategy and Marketing plan
- ? Execute all national marketing activities above and below the line in relation to the approved Marketing plan and promotions calendar
- ? Seek new opportunities to deliver against the brand plan and/or improve the plan
- ? Implement and manage the media plan. Ensuring that expenditure and brand objectives are delivered on
- ? Liaise with advertising agencies, strategic alliance partners and suppliers on advertising and promotional campaigns
- ? Ensure all marketing collateral delivers on the WOW factor in conjunction with the relevant agencies
- ? Assist in management of public relations and sponsorships where relevant.
- ? Assist in managing the development of a two year innovation pipeline to meet brand objectives
- ? Provide forecasts for promotions and new products to minimize write off costs
- ? Drive menu optimisation with regards to pricing strategy and menu mix to achieve targeted average GPs and deliver value to the brand's customer base
- ? Manage and co-ordinate national menu roll-outs
- ? Manage branding and design of all consumer touch points (including signage, uniforms, packaging, restaurant look and feel, website etc) to ensure they align with brand CI
- ? Assist in delivering on the brand's digital and technology plan and manage the brand's digital and social media activities
- ? Utilise consumer research to gain consumer insights that drive decisions
- ? Analyse sales data and report on the performance of promotions and products
- ? Evaluate competitor pricing and report on a regular basis
- ? Manage the marketing budget to ensure nil overspend
- ? Ensure locality marketing promotions are aligned to brand strategy through the development of Locality toolkits and providing guidance & support to Locality marketers and Franchise Managers
- ? Help co-ordinate the brand's National Franchisee Conference, National Franchise Forum meetings and regional roadshows
- ? Use company proprietary tool (ESPRI) to analyse and action consumer insights and make recommendations to improve the scores

REQUIREMENTS, SKILLS AND KNOWLEDGE

- ? Minimum Matric with a relevant tertiary qualification
- ? Marketing background/qualification an advantage
- ? Minimum of 3 years' experience in the FMCG/Food Franchising industry

- ? Previous brand marketing experience within franchising an advantage
- ? New Product Development experience would be an advantage
- ? Understanding of South African media environment
- ? Excellent interpersonal, written & presentation skills
- ? Highly numerate & computer literate
- ? Proactive, innovative thinker, ability to implement with excellence and accuracy
- ? Multi-task orientated
- ? Ability to work well under pressure
- ? Deadline driven
- ? Excellent knowledge of Social media platforms