



## **JOB PROFILE**

### **Brand Executive**

#### **Profile**

The job incumbent will be responsible for the building, management and growth of specific brands or a portfolio of brands.

#### **Main Responsibilities**

- Master, manage and develop the brand / product portfolio through thorough brand sales analysis and growth strategies
- Implement appropriate marketing strategy to ensure brand profitability
- Keep up to date with market trends and new developments utilizing information for business improvement
- Ensure product availability at optimal prices through proper negotiations with suppliers and through the best procurement terms
- Be responsible for the stock management of all products in the brand portfolio
- Conduct regular product training for staff and partners
- Submit systematic activity and results reports as requested

#### **Profile**

- Passionate about brands and technology
- Degree in Marketing or any equivalent alternative
- A minimum of 2 years' experience in brand management
- Proactive, honest and trustworthy
- Strong analytical, communication and interpersonal skills
- Able to work on his own as well as part of a team
- Fully conversant with MS office applications
- Holder of a valid driving license

Deadline for application: 24.01.14

Addressed to: [hr@thebrandhouse.mu](mailto:hr@thebrandhouse.mu) or by post to:

The HR Department, TheBrandHouse Ltd, Industrial Park 1, Riche Terre