



Group Paliria, the No 1 dolma producer internationally and the largest Greek company producing and exporting ready meals, is looking to recruit for its premises in Kifissia:

Brand Manager

About the Role: As Brand Manager in Paliria, you will work across all levels of the organization to find what makes us a leader, to drive growth and to deliver innovative market campaigns.

If you are able to multitask, to produce original ideas and are up-to-date with latest trends and marketing best practices, we would like to meet you!

Main Responsibilities:

- Contribute to the development and implementation of the annual marketing and trade marketing plan per category.
- Participate in strategy design and manage media campaigns and promotional activities.
- Manage a wide range of products internationally and co-operate with all company's departments to ensure timely implementation of projects.
- Supervise advertising, product design and other forms of marketing to maintain consistence in branding.
- Manage new product launches.
- Design all marketing material and supervise their production.
- Generate reports and creative briefs.
- Monitor sales data and make proposals to ensure targets to be met.
- Design and conduct consumer research.
- Track consumer and market insights and create reports.
- Monitor competition and market trends and make proposals.
- Manage country's marketing budget.

Qualifications

- College or University degree in Marketing, Business or related field; preferably MBA
- Excellent knowledge of English language, more languages will be appreciated
- PC literacy and comfort with MS Office
- 3-5 years of experience in a brand management position in the FMCG sector, preferably in the food industry.
- Proven ability to communicate recommendations to target audience.



Competencies

- Strong analytical skills combined with creative thinking.
- Very good organizational capability.
- Time and project management skills.
- Attention to detail.
- Excellent communication skills.
- Good judgment and decision making ability.
- Team Player.

The company offers:

- Competitive salary
- Private health insurance
- Pleasant and modern working environment
- Opportunities for career development in a fast-growing international environment