



General Job information

Job title: Brand Manager

Business Group/Unit: Africa Improved Foods

Department: Commercial

Location: Kenya or Uganda

Position in the organization

Reports to: Commercial Director

Purpose of the job

AIF is looking for an experienced self-results-driven, enthusiastic and self-starter Brand manager who is passionate about uncovering consumer insights and delivering innovative marketing campaigns.

You will join a dynamic and fast-paced environment and you will be required to generate strategies that grow market share and brand's reputation, improve customer experience and drive growth.

Job Content:

The jobholder will be responsible for performing the following duties:

- Analyze how our brand(s) is positioned in the market and crystalize targeted consumers' insights
- Take brand ownership and provide the vision, mission, goals and strategies to match up to
- Translate brand strategies into brand plans, brand positioning and go-to-market strategies
- Lead creative development and create motivating stimulus to get targeted population to "take action"
- Establish performance specifications, cost and price parameters, market applications and sales estimates
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
- Coach the team and get the best from everyone
- Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues



- Oversee marketing and advertising activities to ensure consistency with product line strategy
- Monitor product distribution and consumer reactions
- Anticipate bottlenecks
- Brainstorm new and innovative growth strategies
- Align the company around the brand's direction, choices and tactics

Knowledge and educational level

Educational level

- Bachelor's Degree in Marketing, Business, Management or any relevant field
- Discipline related knowledge and experience

Required level of professional experience

- A Minimum of 5 years' experience in Brand Management of FMCG Products in East Africa
- Proven working experience as brand manager or assistant brand manager
- Drive for results and leaderships skills
- Excellent understanding of the full marketing mix
- Highly creative with ability to think out of box
- Experience in identifying target audiences and devising campaigns that engage, inform and motivate

Application process

Interested candidates should submit their application by sending it to recruitment@africaimprovedfoods.com including a summarized CV with 3 referees, Cover letter not later than **December 6th, 2018 midnight**.