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**JOB VACANCY FORM**

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<th>Full-time</th>
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**Job Title:** Assistant Brand Manager

**Reference Number:** 210514-19

Application Deadline: June 21, 2014

**Company Description**

**TYPE:**  
- Local
- Regional
- X Multinational

**INDUSTRIAL SECTOR:** FMCG

**Job Description**

**BRIEF JOB DESCRIPTION:**  
**BUSINESS CONTEXT & MAIN PURPOSE OF THE JOB**
- Plays a key supporting role in the development and implementation of the integrated Brand Marketing Plan to achieve short and long-term business goals.
- Assists in the brand’s day to day operational activities including monitoring of brand performance on a monthly and quarterly basis.
- Builds productive working relationship with Customer Development, CMI, Regional Category team, Finance and Supply Chain to manage the brand’s day to day operations.
- Provides the required administrative and marketing support to the Brand Manager.
- Builds a holistic understanding of local consumers and shoppers.

**MAIN ACCOUNTABILITIES**
- Assists in the development of the Brand Marketing Plan by developing an understanding of the drivers of brand growth and brand health and identifying key issues and opportunities.
- Assists in the execution of the integrated activity schedule ensuring consistency with Brand Key Vision and Brand Vision Plan including communication strategy.
- Accountable for the analysis of brand performance and brand health by constantly evaluating performance of national support activities and in-store implementation against measurable objectives (Score Card and Brand Quarterly Tracker).
includes the monitoring of progress against key trial and awareness measures, quality of in-store support, distribution and availability per channel (i.e. place, pricing and promotions in-store) and measuring the effectiveness and ROI of key activities. This takes place through working closely with other departments

- Identifies solutions and make recommendations to improve effectiveness based on performance monitoring
- Delivers specific brand projects e.g. co-branding with major retailers
- Monitors budget spend and provides timely communication to relevant stakeholders on overspend / cash availability
- Assists the brand building manager in launch management; building launch plans and channel strategies (promotions, media and POS), Customer sell-in and legal & regulatory issues.
- Agree amendments/ changes with DP and CD team on upcoming 24 months forecast in S&OP volume review meetings, based on analysis of both research data and brand monthly& YTD P&L

RELEVANT EXPERIENCE

- Bachelor degree,
- At least 1 year experience in marketing
- Project Management
- Customer Marketing interface
- Builds Local Understanding
- Brand Marketing Planning
- Communications Deployment
- Monitoring and Implementing Solutions

JOB LOCATION(S):
Country: Jordan

DEGREE:
X Bachelor □ Master is a plus □ Doctoral Degree
□ Undergraduate Student/ Degree not Necessary □ Teaching Diploma

MAJOR/ EMPHASIS: Business (Marketing)
WORK EXPERIENCE: At least 1 year experience in marketing

SKILLS:

Languages Skills: X English X Arabic □French Other:

SALARY
Basic Salary Range:
Other benefits include:
□ Accommodation □ Health Insurance □ Return Ticket □ Bonus
□ Laptop □ Mobile Phone □ Children’s Education □ Transportation
□ Lebanese NSSF □ None
 Interested candidates may send their resume and cover letter by email to: Dr. Maryam Ghandour (mg03@aub.edu.lb) specifying the reference number: 210514-19

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ALL STUDENTS AND AUB GRADUATES SHOULD ATTACH THEIR UPDATED RESUME AND COVER LETTER WITH EVERY JOB APPLICATION; OTHERWISE, YOUR EMAIL WILL BE DISREGARDED.

For further information, please do not hesitate to contact:

Dr. Maryam Ghandour

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The job vacancies are for AUB students and alumni ONLY.