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**JOB ANNOUNCEMENT**

*Eurolab Internacional Grup-Macedonia, exclusive importer of international Premium Brands, because of expanding its activity is looking to hire:*  **Brand Marketing Executive**

***Position purpose:*** Brand Marketing Executive is responsible to lead and implement marketing planning & to support achieve volumes, revenues & distribution goals. S/He will be accountable for brand development and selling EUROLAB brands to all channels in the market(s) covered. BME implements products launches, loyalty programs, placement of products and POSMs (Point of Sales Materials) as well as any specific trade programs approved.

**Key Accountabilities**

1. **Trade marketing planning**.  
   BME supports the process of trade marketing strategy and planning, to implement brand strategies in the respective markets
2. **Trade marketing activities and programs**. BME is responsible to create respective activities & programs based on the respective brands strategy and plans for the market(s). S/He ensures communication and understanding by all parties involved in the implementation.
3. **Execution**. BME ensures to execute activities and programs as approved; coordinates, directs and checks FF (Field Force) and contractors on execution of programs/activities; takes corrective action as per need.
4. **Brand awareness**. BME is responsible to drive brand awareness across various categories, products and channels thru specific programs and activities.
5. **Promotional materials**. BME finds suppliers, refers them to procurement, and organizes all the process of design, production, administration, placement on trade and maintenance of the POSM materials. S/He prepares respective planograms and ensures contract signing with POSs (Points of Sales). Responsible to keep track of POSM inventories in Trade and warehouse.
6. **Trade data and analyses**. BME gathers necessary data on industry trends related to categories and sales channels, analyses them and proposes actions to line manager(s).
7. **Reporting & presentation**. BME prepares monthly reports as per instruction of the line manager(s) as well as other reports on market trends, channels development etc. as per need.
8. **Others**. BME is ready to perform other duties as per company needs within the scope of the contract and country legislation.

**Knowledge And Experience Required**

**1. Academic background***:* University degree or equivalent in Economics/Marketing or related fields. **2. Work Experience:** Min 2 years' experience in sales/distribution/marketing. **3. Languages & Computer Skills:** Fluent English, MS Office, Excel.  
**4.**Proven skills in management & leadership of teams & building teamwork.

You can apply for this opportunity by sending  you application at **hr@eurolab.com.al**

specifying the job title you are applying.

*Note  
Only the shortlisted candidates will be contacted for the next phases of recruitment process.*