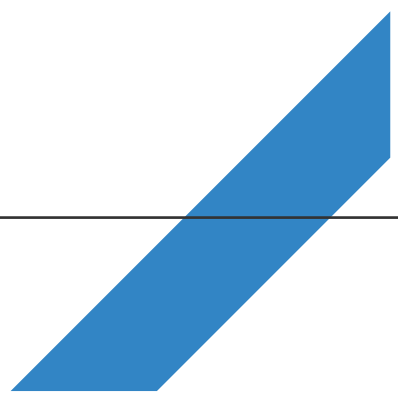
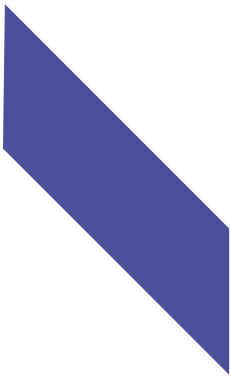


JOB DESCRIPTION

Brand Manager

Department: HR

Date: 28. 11. 2021



POSITION INFORMATION	
JOB TITLE	Brand Manager
BUSINESS UNIT	Marketing

REPORTING STRUCTURE	
REPORTS TO	▪ Senior Brand Manager
DIRECT REPORTS	▪ Assistant Brand Manager
RESPONSIBLE FOR	▪ Managing QDB brand ▪ Marketing QDB brand

CROSS WORK RELATIONS	
INTERNAL RELATIONS	▪ All departments
EXTERNAL RELATIONS	▪ Printing houses, design (social media, digital, branding) marketing and advertising agencies & vendors, Marketing departments' representatives of the different pools of clients and sponsors.

OBJECTIVE(S) OF THE POSITION
<ul style="list-style-type: none"> Manage planning and implementation of all marketing activities (PR, digital media, branding, public relations, partnerships, etc.) to achieve the organization's marketing objectives, hence, securing the uniqueness of QDB's image among the sector and public and embedding it among stakeholders.

DUTIES & RESPONSIBILITIES
<p>Marketing and communication planning;</p> <ul style="list-style-type: none"> Plan the segmentation, targeting, and positioning (STP) exercise meant to build QDB brand awareness and image to different types of stakeholders, in coordination with the Business Development team. Set the annual communication plan and budget needed to meet the identified objectives. Define the annual marketing objectives in light of the STP exercise, and set the relevant KPIs for result monitoring and evaluation. Plan the quantitative and qualitative customer researches addressing current and potential customers (either by in-house or outsourced resources) Ensure that QDB is registered and well connected with the platforms related to vocational education reports and events Keep abreast with the competition updates to ensure awareness and improvement of QDB competitive position. Review and finalize periodical reports to share with the management & other departments of research insights and news and provide recommendations accordingly. <p>Branding and social media;</p> <ul style="list-style-type: none"> Manage the activities of building the brand identity and guidelines in alignment with the overall strategy of the organization by setting an action plan and working closely with creative branding agencies. Establish a strong network with suppliers to ensure efficiency and building a proper & relevant brand image Ensure that all internal and external communication material reflect the brand identify defined for the organization. Approve all final promotional marketing materials, from website banners to hard copy brochures and case studies as per the branding strategy. Optimize website experience by ensuring its content remains current, engaging, and amplifies the value and impact of organization's core cause in coordination with relevant department. Oversee all marketing activities with the team and through alignment with digital marketing agencies and vendors to ensure optimum implementation of communication strategy, and manage marketing activities and administration of campaigns.

- **Set** guidelines for a strong network building within the business community and key industry players enhancing and strengthening the organization presence and build trust in QDB and its' mission in the development sector and ensure to maintain it through the team.
- **Manage & monitor** the performance of different marketing suppliers against identified KPIs, and take corrective actions when needed.
- **Evaluate** the impact of marketing programs in achieving their stated objectives, including impact on lead flow, LTV and retention.

Corporate Responsibilities:

- **Deliver** the assigned strategic initiatives as per the identified project requirements, and supervise team to ensure the proper delivery of their assigned initiatives.

KEY COMPETENCIES

- Integrated Learning and Quality Focus
- Planning, organizing, and achieving results
- Writing and reporting
- Researching, Analyzing, and Problem Solving
- Communication and Networking
- Decision -Making
- Challenging and Changing the Status-quo
- Working with people

JOB QUALIFICATIONS

- BSc/BA in Marketing, Communication, Business or related field.
- Experience with the latest marketing trends and best practices.
- 5-7 years of experience in marketing, preferably in digital Marketing Specialist or a similar role.
- Experience managing a brand across multiple markets.
- Advanced experience in using graphics applications such as In-Design, Photoshop and Illustrator.
- Excellent command of English and Arabic language C1 (written and spoken).