

# JOB DESCRIPTION

Senior Brand Manager

Department: HR

Date: 31.01.2022

#### POSITION INFORMATION

|                      |                      |
|----------------------|----------------------|
| <b>JOB TITLE</b>     | Senior Brand Manager |
| <b>BUSINESS UNIT</b> | Marketing            |

#### REPORTING STRUCTURE

|                       |                     |                           |
|-----------------------|---------------------|---------------------------|
| <b>REPORTS TO</b>     | ▪ Marketing Manager |                           |
| <b>DIRECT REPORTS</b> | ▪ Brand Manager     | ▪ Assistant Brand Manager |

#### CROSS WORK RELATIONS

|                           |   |
|---------------------------|---|
| <b>INTERNAL RELATIONS</b> | ▪ All departments   |
| <b>EXTERNAL RELATIONS</b> | ▪ 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

- Supervise the execution of all marketing activities to ensure QDB marketing objectives are achieved by overseeing effective tasks' coordination and efficient implementation among the team and guiding it to proactively raise brand awareness, build and positively retain the desired image, and earn trust from the targeted beneficiaries, donors, and market stakeholders.

#### DUTIES & RESPONSIBILITIES

##### Strategy & Planning:

- **Set** the functional strategy of the Marketing, including strategic objectives, initiatives, and KPIs and targets, and **cascade** them down to the department teams.
- **Develop** the annual operational plan and budget of the department in light of the approved strategic objectives, and **submit** periodical status reports of their progress on a regular basis.
- **Lead** the development department process manuals, and **ensure** all processes and procedures are updated, communicated, and complied to by the concerned teams, in coordination with the Quality Assurance Department.

##### Strategizing and Planning:

- In cooperation with the Marketing Manager, **Interpret** the overall organization strategy into identifiable marketing strategy, **break it down** into marketing/communication objectives, **set** the annual plans and KPIs accordingly.
- **Manage** the cascade of marketing/communication objectives to teams, and **ensure** their alignment with the overall organization strategy and outline the plans & tactics involved in accomplishing them.
- **Facilitate** the segmentation, targeting, and positioning (STP) exercise, lead workshops with internal teams and stakeholders to build QDB brand awareness and image, in coordination with the Business Development team.
- **Guide** the team with planning, and performing all types of activities meant to create brand awareness and build the desired image and trust at the minds of involved and potential beneficiaries and stakeholders.
- **Finalize** the marketing annual budget, and manages spending vs. budget.
- **Establish** a dynamic mechanism to keep the organization updated with the news, trends, and changes related to the scope of work, and to maintain an ongoing solid understanding of the beneficiary needs, and feedback on QDB provided service.

##### Management and Supervision of Marketing Activities:

- **Oversee** branding activities execution and guidelines and ensure it reflect QDB overall strategy, mission, and vision, as well as, **ensure** consistent reflection of the brand identity on internal and external communication material.



- **Guide and supervise** the design of promotional marketing material, from website banners to hard copy brochures and case studies as per the branding strategy.
- **Ensure** optimum presence of QDB on the most effective and pivotal social media and networking pages to maximize the reach and interaction with targeted beneficiaries and stakeholders through managing the content remains updated and engaging.
- **Manage and ensure** the successful marketing campaigns design and deployment and **oversee** their implementation from ideation to execution.
- **Establish** 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.
- **Ensure** the team is aligned with the department's goal of building & maintaining strong relations with reliable design agencies, vendors, agencies, etc.
- **Evaluate** the effectiveness of marketing campaigns, PR activities and other marketing plans through reviewing progress reports from the team and comparing vs. plan and take actions accordingly.
- **Oversee** the call center activities to ensure proper handling of beneficiary requests and complaints on one hand, and conduct ongoing assessment of the impact of QDB provided services on the alumni's well-being on the other hand.

#### Corporate and Managerial Responsibilities:

- **Deliver** the assigned strategic initiatives as per the identified project requirements, and supervise team to ensure proper delivery of their assigned initiatives.
- **Act as the mentor and coach** for supervised teams, set their development objectives and plans, and provide continuous support, feedback, and advice to help team achieve their development objectives.

#### KEY COMPETENCIES

- Integrated Learning & Quality Focus
- Communication and Networking
- Planning and Focus on Results
- Adaptability, and Dealing with Ambiguity
- Researching & analyzing and problem solving
- Challenging and Changing the Status-quo
- Leading and Mentorship
- Decision Making

#### JOB QUALIFICATIONS

- BSc/BA in Marketing, Communication, Business or related field.
- Experience with latest marketing trends and best practices.
- 7- 10 years' experience in marketing or a similar role.
- Advanced knowledge in using design applications such as In-Design, Photoshop and Illustrator.
- Excellent command of English and Arabic language c1. (written and spoken).
- Proficiency in Ms. Office.