

Brand Manager

Location: Nicosia, Cyprus

We are leaders in the coffee sector operating successfully in 10 countries with a chain network of more than 480 coffee shops. We are real explorers and invest heavily in knowledge and innovation, as they are the driving forces behind our success. Our vision is to establish ourselves as international leaders and pioneers in the coffee world.

Role Overview:

As the Brand Manager, you will lead the development and execution of brand strategies that elevate our market presence, foster customer loyalty, and enhance our brand image. In this role, you'll collaborate extensively across various functions—both internally and externally—to ensure a cohesive and impactful brand experience.

Key Responsibilities:

- Contribute to the development and implementation of strategies to enhance brand positioning and increase market share.
- Uphold brand guidelines across all marketing and promotional materials, ensuring consistency in brand messaging and identity.
- Plan, execute, and monitor the marketing activity plan across various channels, driving successful campaigns for new product launches, franchise openings, and promotional events.
- Collaborate with creative teams to develop engaging content that resonates with target audiences.
- Assess the performance of marketing campaigns using key metrics; prepare reports and offer recommendations for continuous improvement.
- Coordinate with vendors and partners to ensure seamless event execution.
- Conduct ongoing market and competitor research, staying current on industry trends and customer preferences, and using these insights to shape marketing strategies.
- Maintain regular communication with trade channel representatives to gather market information.
- Oversee the budget for brand activations, ensuring efficient resource allocation and tracking expenses to stay within budget limits.
- Monitor and analyze brand performance metrics, making adjustments as needed to achieve brand objectives.
- Prepare regular reports on brand health and market performance for senior management.
- Partner with sales, operations, business development, and other teams to monitor the implementation of marketing activities, ensuring consistency in brand messaging and presentation across all trade channels.
- Work with trade channel representatives to tailor events and promotions to specific needs.
- Contribute to the design and setup of new or renovated stores, including product mix, merchandising, and marketing materials.

Qualifications:

- Bachelor's degree in Marketing, Business, or a related field.
- Minimum 5 years of experience in brand management, preferably in the food and beverage industry.
- Strong team player with excellent communication skills.
- Exceptional organizational and analytical skills.
- Proactive with strong critical thinking abilities.

Benefits:

- Competitive remuneration package (13 salaries).
- Ongoing training and development opportunities.
- A modern, challenging work environment.

Please send your CV at cv@coffeeisland.com.cy, Ref. code «Brand_Man.2024»

All applications will be treated with strict confidentiality. After the screening of the CVs, we will contact the candidates who meet the profile's requirements to arrange an interview.