

Assistant Brand Manager– Global Marketing

SOFIA - BULGARIA

Ficosota is looking for a new enthusiastic member of one of its Global Marketing teams. If you are eager to apply your skills and energy in Marketing from A to Z, this is The Place for you! Ficosota is one of the few companies in Bulgaria where you can learn and practice the whole marketing cycle in detail – we start from strategy & evaluating business potential, go through product and communication development and end up with campaign execution, sales and evaluation. What makes work at Ficosota special? Many things: continuous innovation, never-ending opportunities to learn and grow, and last but not least – an open, enthusiastic, and friendly team. So, if you are not afraid of hard work, come and accept our challenge!

Role overview

As an Assistant Brand Manager in the Global Marketing Team you will have the opportunity to participate in the whole process of development of one of our most exciting brands.

Responsibilities include:

- Generation of product and communication ideas
- Monitoring and analysis of categories, trends, competitors, and consumer attitudes on the focus markets (Nielsen market reports, store checks)
- Sales analysis for the different markets – turnover, distribution, pricing & promo strategy
- Budget monitoring, invoice and legal documents management
- Work with international agencies and production houses on packaging development, TV and digital campaigns
- Organization and analysis of consumer research
- Close collaboration with the Research & Development, Production, Local Marketing & Sales teams

The role will be a perfect match for you if you are:

- Analytical, with attention to detail
- Persistent and responsible
- Enthusiastic, creative, and open-minded
- Flexible and keen to learn.
- Willing to travel.

Requirements:

- Degree in Business, Marketing, Economics or similar
- Excellent time management and organizational skills
- Excellent knowledge in English – both written and spoken



- Very good skills in MS Office – Excel, Word, PowerPoint; social networks and template website management.
- Experience in presenting and argumentation of ideas/strategy/concepts.
- Good communication & teamwork skills.
- Driver's license is an advantage.

What we can offer you:

- Great opportunities for learning real world marketing from A to Z.
- Work in cross-functional teams in a highly dynamic environment.
- Become a part of one of the biggest & best marketing teams in the country.
- Work together and learn from people with different business background from around the world.
- Work with internationally renowned agencies and partners.
- Be a part of a young, ambitious, modern & fast-paced organization.
- Competitive rewards

*Bear in mind that we give feedback only to shortlisted candidates invited for tests and interviews.