

## **Advert**

25<sup>th</sup> September 2017

Nile Breweries Limited, a leading beverage company in Uganda and subsidiary of ABInbev the leading brewing group in the world seeks to recruit highly motivated, results oriented and dynamic candidates for the post below. Our Africa dream is to create the ideal company, one which grows a lot, is super-efficient, which everyone loves to work for and, very importantly, makes a real difference in society :-

### **Brand Manager (One Position) - Marketing Grade K - Reports to Marketing Country Head**

**To develop and execute brand plans that contribute to the delivery of business goals**

#### **Requirements but not limited to:**

- Must Degree in Business, Marketing, Communication
- 2 years of relevant experience
- Passionate, self-starter
- Good written and verbal communication
- Action and results oriented

#### **Key Responsibilities:**

- Analyze data for insights & articulates brand issues and opportunities
- Articulate goals & objectives consistent with the role of the brand
- Implements winning activity plans which deliver brand strategy and objectives & in line with creative platform
- Deliver, measure and evaluate activities which win in the market to optimize performance and marketing spend effectiveness
- Project management to deliver activation on time & on budget
- Manage the timely delivery of all marketing materials required for the annual integrated brand channel plan
- Clear communication of activities & execution standards to channel & sales
- Conduct brand performance analysis

- Understanding of profit pools & value chain to recognise value drivers
- Manage internal and external stakeholders and drive excitement for the brand and its activities.
- For local brands, also
- Lead the development of the brand strategy based on agreed market opportunities and align the relevant stakeholders on the strategy
- Lead the development and execution of 360 integrated activities leveraging the agreed strategy and core creative ideas.

The Company will offer a competitive remuneration package to the successful candidates. Candidates that have relevant experience, know that they meet the above criteria and have what it takes to excel in the above position, should please send their CVs, which should include details of email address (if any), present position and Certificate/testimonials to the undersigned or email address [recruitmentug@ug.sabmiller.com](mailto:recruitmentug@ug.sabmiller.com) or [recruitmentug@ug.ab-inbev.com](mailto:recruitmentug@ug.ab-inbev.com) not later than Friday 2<sup>nd</sup> October 2017.

*Nile Breweries Limited is an equal opportunities employer, and we promote gender equity in the company*

- Note:
- 1) Indicate the position applied for as the subject of your email
  - 2) Internal candidates should notify their line managers

**People Business Partner- Commercial & Logistics**

**Nile Breweries Limited**

**P.O Box 1345**

**KAMPALA SERVICE CENTER**