



Linxia Ltd is recruiting a Brand Coordinator

Job Description:

The job incumbent shall be responsible for developing and promoting the portfolio of its major technology and consumer electronics brands by:

- ❖ Developing strategies and ensuring **that products meet customers' expectations**
- ❖ Analysing market trends (identification of opportunities) and competitor offerings
- ❖ Ensuring the visibility of the brand in all point of sales, with regular visits and accompaniment
- ❖ Conducting product trainings for partners
- ❖ Organising events such as product launches and exhibitions
- ❖ Assisting in the elaboration of marketing campaigns.
- ❖ Supporting in day-to-day marketing activities.

Profile of ideal candidate:

- ❖ HSC holder
- ❖ A Degree in Marketing or any equivalent combination of education
- ❖ A minimum of 3 years relevant work experience in a similar position is required
- ❖ A very good communication, interpersonal and leadership skills, and brand orientation
- ❖ Dynamic, pro-active and pleasant personality
- ❖ A very good mastery of written and spoken English and French.

Employment Type: Permanent

Closing Date: 25 February 2019

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