Brand Manager – Eden Roc Cosmetics
📍 **Location:** Lahore | 🗂 **Department:** Marketing | 📩 **Apply at:** hr@edenroc.biz

Are you a creative thinker with a flair for beauty and branding?
Eden Roc Cosmetics, a legacy beauty brand since 1974, is looking for a **Brand Manager** to lead the charge in crafting powerful brand experiences and driving our market presence.

Role Overview:

As Brand Manager, you'll spearhead strategic branding initiatives, launch innovative campaigns, and bring fresh energy to our product positioning. You'll work at the heart of a passionate marketing team to shape how the world sees and experiences Eden Roc.

Key Responsibilities:

- Develop and execute brand strategies that boost awareness and market share.
- Lead integrated marketing campaigns across digital and traditional channels.
- Drive product positioning, packaging, and promotional planning.
- Analyze market trends and competitors to identify growth opportunities.
- Collaborate with creative, sales, R&D, and digital teams for cohesive brand messaging.
- Supervise social media, e-commerce, and print content creation.
- Cultivate partnerships with influencers and beauty communities.
- Track campaign KPIs and optimize performance.
- Keep the brand relevant, aspirational, and competitive.

Requirements:

- Bachelor's or Master's degree in Marketing, Business, or related field.
- 3–5 years of proven experience in brand management (cosmetics/beauty or FMCG preferred).
- Deep understanding of branding, consumer behavior, and digital marketing trends.
- Strong communication, leadership, and decision-making skills.
- Familiarity with content planning tools and performance analytics.
- A creative mindset and genuine passion for beauty and cosmetics.

Why Join Eden Roc?

- Join a renowned brand with a heritage of over 50 years.
- Work with a forward-thinking, creative team.
- Make your mark through innovation and strategic leadership.
- Grow with a company that values beauty, vision, and purpose.

Apply Now: Send your CV to **hr@edenroc.biz**