

Job Title: Brand Manager

Location: Lahore

Department: Marketing

Reports To: Head of Marketing

Company: Eden Roc Cosmetics

Job Summary:

Eden Roc Cosmetics is seeking a dynamic and creative **Brand Manager** to take charge of developing, executing, and managing strategic branding initiatives. The ideal candidate will have a strong understanding of the cosmetics/beauty industry, brand building, digital marketing, and consumer behavior.

Key Responsibilities:

- Develop and implement the overall brand strategy to increase awareness and market share.
- Lead the creation and execution of integrated marketing campaigns (online & offline).
- Manage product positioning, packaging, and promotional materials.
- Conduct market research and competitor analysis to identify opportunities.
- Work closely with design, sales, R&D, and digital teams to maintain consistent brand messaging.
- Oversee content creation for social media, print, and e-commerce platforms.
- Build and nurture relationships with influencers and beauty communities.
- Monitor KPIs and campaign performance, adjusting strategies as needed.
- Ensure the brand maintains relevance to target audiences and remains competitive in the market.

Requirements:

- Bachelor's/Master's degree in Marketing, Business Administration, or related field.
- 3–5 years of experience in brand management, preferably in the beauty or FMCG industry.
- Strong understanding of marketing principles and digital media.
- Excellent communication, leadership, and analytical skills.
- Proficiency in content planning tools and marketing analytics.
- Creative mindset with a passion for cosmetics and beauty trends.

Why Join Us?

- Be part of a heritage brand established in 1974.
- Collaborate with a passionate and creative team.
- Opportunities for innovation, leadership, and growth.

 **Apply Now:** hr@edenroc.biz