



Job Title: Brand Manager | Department: Marketing | Location: Port Moresby
Reports To: Head of Marketing/CEO

Job Summary:

We seek two experienced and innovative Brand Managers to join our dynamic team. This role focuses on developing, enhancing, and managing our brand presence across platforms and channels to increase awareness and engagement. The ideal candidate is a self-starter with a minimum of 3 years of marketing experience, a degree or diploma in marketing, and a strong background in branding, advertising, event management, social media, and related marketing functions.

Key Responsibilities:

- **Brand Strategy & Development:**
 - Develop and execute brand strategies aligned with company goals to strengthen brand recognition and perception.
 - Implement consistent brand messaging across all platforms to reinforce brand identity.
 - Continuously monitor industry trends and competitors to adapt brand strategies proactively.
- **Campaign & Advertising Management:**
 - Oversee end-to-end campaign execution, from creative development to monitoring and reporting.
 - Collaborate with internal teams and external agencies to produce compelling marketing content and materials.

- Analyse and optimise campaign performance, using insights to enhance effectiveness.
- **Social Media & Content Strategy:**
 - Develop and implement social media strategies, engaging target audiences and managing brand presence across platforms.
 - Manage content calendars and produce high-quality, on-brand content.
 - Drive social media growth and engagement while monitoring brand sentiment and making data-driven adjustments.
- **Event Planning & Management:**
 - Plan and execute branding events such as product launches, exhibitions, and sponsorships to maximise brand exposure.
 - Collaborate with event partners, vendors, and internal stakeholders for seamless execution.
 - Handle pre-event promotion, day-of coordination, and post-event follow-up to assess impact.
- **Brand & Market Analysis:**
 - Conduct market research, brand health analysis, and competitor benchmarking to gauge brand position.
 - Track and analyse KPIs and metrics, providing actionable insights for brand strategy refinement.
 - Manage budgets efficiently to maximize ROI on all branding and marketing activities.

Key Requirements:

- **Educational & Professional Background:**
 - Bachelor's degree or diploma in Marketing, Business, or related field.
 - Minimum of 3 years of experience in marketing, with a strong focus on brand and campaign management.
- **Technical Skills:**
 - Proficiency in digital marketing tools, analytics platforms, and social media management tools.
 - Familiarity with design software such as Adobe Creative Suite or Canva is advantageous.
 - Ability to translate data into actionable insights for branding and marketing optimisation.

- **Core Competencies:**

- Strategic Thinker: Ability to align brand strategies with broader company objectives.
- Creative Vision: A creative approach to branding that resonates with target audiences and maintains competitive differentiation.
- Project Management: Strong organizational skills and the ability to manage multiple projects with a focus on deadlines and results.
- Analytical Skills: Proficient in data analysis and reporting to measure and enhance brand performance.
- Communication & Leadership: Excellent verbal and written communication skills with a collaborative, team-oriented approach.

- **Personal Qualities:**

- Self-motivated and proactive, with the ability to work independently or as part of a team.
- Detail-oriented with a passion for brand storytelling and market innovation.

Application Process:

Interested candidates are encouraged to apply with a CV and a cover letter detailing their experience and qualifications. Please submit applications to hr@remington.com.pg