

## **Retail Sales Manager, Marketing Manager, Brand Manager**

*For a reputable company in Matn area.*

Working Days and Hours: Monday until Friday, Saturday when needed, from 8:00 a.m. until 5:00 p.m.

Major: degree in Business Administration, Marketing, or any related field

### **1- Retail Sales Manager:**

Experience: 10-12 years of Experience in retail sales

Major Responsibilities:

- Analyze & implement sales data, strategies to maximize revenue & profitability
- Manage & lead the sales teams to achieve sales targets
- Monitor inventory levels & ensure product availability
- Ensure high levels of customer satisfaction
- Oversee daily operations of the retail store

### **2- Marketing Manager:**

Experience: 7-10 years of experience as a marketing manager

Major Responsibilities:

- Manage and Optimize digital marketing efforts, including SEO, SEM & PPC advertising
- Collaborate with Sales team to ensure consistency across all creative assets
- Create Marketing plans to align with brand vision and business goals
- Implement marketing campaigns across various channels
- Develop and manage the Marketing budget

### **3- Brand Manager:**

Experience: 10-12 years of experience in brand management or similar (preferably a male)

Major Responsibilities:

- Conduct market research to understand consumer needs and trends
- Communicate with marketing teams to ensure brand alignment
- Plan and oversee marketing campaigns & product launches
- Develop and execute brand strategies to grow market share
- Manage brand budget to support marketing activities
- Manage advertising, promotional & media activities
- Maintain relationships with company stakeholders

How to Apply:

Kindly send your CV or contact the Career Services Center, E-mail; [career.services@balamand.edu.lb](mailto:career.services@balamand.edu.lb),  
EXT. 7801; 7802