


Détail de l'offre : Brand Manager

Partenaire	 Qualification Development Bank
Adresse	44 Gamal Abdel Naser Axis 44 Gamal Abdel Naser Axis
Ville	Cairo Cairo
Référence	22D1649663463
Titre	Brand Manager
Description du poste	<p>□□Manage planning and implementation of all marketing activities (PR, digital media, branding, public relations, partnerships, etc.) to achieve the organization's marketing objectives, hence, secure uniqueness of QDB image among the sector and public and embed it among stakeholders.</p> <p>Marketing and communication planning;</p> <p>□□Plan the segmentation, targeting, and positioning (STP) exercise meant to build QDB brand awareness and image to different types of stakeholders, in coordination with the Business Development team.</p> <p>□□Set the annual communication plan and budget needed to meet the identified objectives.</p> <p>□□Define the annual marketing objectives in light of the STP exercise, and set the relevant KPIs for result monitoring and evaluation.</p> <p>□□Plan the quantitative and qualitative customer researches addressing current and potential customers (either by in-house or outsourced resources)</p> <p>□□Ensure that QDB is registered and well connected with the platforms related to vocational education reports and events</p> <p>□□Keep abreast with the competition updates to ensure awareness and improvement of QDB competitive position.</p> <p>□□Review and finalize periodical reports to share with the management & other departments of research insights and news and provide recommendations accordingly.</p> <p>Branding and social media;</p> <p>□□Manage the activities of building the brand identity and guidelines in alignment with the overall strategy of the organization by setting an action plan and working closely with creative branding agencies.</p> <p>□□Establish a strong network with suppliers to ensure efficiency and building a proper & relevant brand image</p> <p>□□Ensure that all internal and external communication material reflect the brand identity defined for the organization.</p> <p>□□Approve all final promotional marketing materials, from website banners to hard copy brochures and case studies as per the branding strategy.</p> <p>□□Optimize website experience by ensuring its content remains current, engaging, and amplifies the value and impact of organization's core cause□in coordination with relevant department.</p> <p>□□Oversee all marketing activities with the team and through alignment with digital marketing agencies and vendors to ensure optimum implementation of communication strategy, and manage marketing activities and administration of campaigns.</p> <p>□□Set guidelines for a strong network building within the business community and key industry players enhancing and strengthening the organization presence and build trust in QDB and its' mission in the development sector and ensure to maintain it through the team.</p> <p>□□Manage & monitor performance of different marketing suppliers against identified KPIs, and take corrective actions when needed.</p> <p>□□Evaluate the impact of marketing programs in achieving their stated objectives, including impact on lead flow, LTV and retention.</p> <p>Corporate Responsibilities:</p> <p>□□Deliver the assigned strategic initiatives as per the identified project requirements, and supervise team to ensure proper delivery of their assigned initiatives.</p>
Type de contrat	Emploi
Métier	Marketing / Webmarketing
Description de la société	We are a non-profit organization working in the field of Vocational Education & Training. Established by a group of distinguished businessmen, the initiative saw the light at early

2013 with the aim of lifting up the level of Egyptian vocational labor.
Who we are? International Partnership

We are the 1st Egyptian Accreditation body serving the vocational sector, introducing a new qualified and internationally accredited labor breed.

A thought-leader, playing a vital role in reforming the vocational education and training sector; leading to revolutionize its quality & perception on both domestic and international levels.

To be the destination known for quality vocational solutions.

1. We grant Accreditation to vocational institutions (Schools and Training Centers) while supporting their optimization process and overall structure and management system.

2. We develop customized technical and behavioral Qualifications, manage the assessment process, and grant international certificates.

3. We conduct Assessment Centers to filter and acknowledge non-degree skills and competencies and grant international certificates accordingly.

4. We provide Consultation to educational & industrial institutions to design and build their own training centers and internal academies.

5. We provide internationally accredited TOT programs covering technical, teaching, and behavioral competencies.

6. We enable our alumni by providing them with Career Guidance services and facilitating their employment through our strategic alliances with employers.

Being the sole authorized representative of City & Guilds in Egypt since 2013 and one of a total of only seven representatives around the world has empowered and supported Qualifications Development Bank's vision and passion to build the Egyptian workforce. We benefit from City & Guilds' partnership by being able to grant certifications that are recognized internationally.

Beneficiaries:

We are primarily focused on the development and success of our learners through boosting their technical and behavioral competencies to measure up to market needs. By providing a comprehensive structured learning journey and hands-on experience, as well as being closely engaged throughout their learning process and beyond, learners are effectively guided towards their chosen career path and decent job opportunities through their earned international certificate.

Vocational Institutions:

Through our accreditation process, we work on elevating training centers, vocational schools, and internal academies by accrediting their training programs, ensuring their readiness in terms of facilities against international standards, developing programs, qualifications, curriculums, assessment models, etc.

Business Community:

We are the first Egyptian provider for quality-based total solutions in the vocational sector. We work collaboratively with our partners from different industries on building their capacity, capitalizing on their workforce efficiency and productivity, conducting assessments to evaluate their performance, and promoting the continual development of their facilities through our consultation services to ultimately deliver the aims of prosperity and being on par with international Standards

Expérience Expérimenté (3-10 ans)

Langues Anglais

Arabe