



**INNOVATIVE
PAST
EXCITING
PRESENT**

**SOMETHING
BETTER'S
BREWING**

JUNIOR BRAND MANAGER TUBORG

Role overview

You can't brew internationally renowned brands and bring them to market without having the right Marketing strategy in place. Every day we look at new ways to perfect what we do. You'll discover that Junior Brand Manager is an important role in our organisation. Our leaders will support you to grow your skills and broaden your network. So, look forward to a variety of training sessions, plus interesting projects and initiatives that will shape the future for you and us.

What you'll be doing

- Prepare and implement the annual brand plan, portfolio and communication strategy
- Develop integrated advertising campaigns, consumer promotions and special events that build brand equity
- Manage Creative, Media & BTL agencies
- Coordinate various brand development projects in a timely and budget-responsible manner
- Manage the dedicated brand budget in order to optimize investments and deliver maximum results
- Analyze brand performance & prepare reports on brand performance and sales across key business indicators
- Analyze industry, competition and market trends, implement insights into brand strategy

What you can expect

We're asking for a lot, but you'll be well-rewarded with:

- 20+ vacation day, food vouchers, health insurance
- Leisure and beer events to foster our common passion
- Refer-a-friend program
- Learning opportunities: support from mentors, formal training programmes + wide range of internal trainings organized on a regular basis
- Curious and innovative team always striving to outperform current achievements
- A truly purpose-driven company with an ambitious CSR strategy: join us on our journey Together Towards Zero!
- An informal and social work culture with passionate colleagues

What we're looking for

- University degree in Marketing or Economics
- Minimum 2-3 years experience on a similar position
- Knowledge of product pricing, packaging, distribution and positioning
- Excellent communication & team-work skills
- Results-driven attitude
- A creative mindset & interest in global and local music scene
- Analytical thinking and project management skills
- Strong knowledge of Microsoft office
- Excellent command of written and spoken English

Interested?

For further information about the role please contact Carlsberg Bulgaria Human Resources team. Applications deadline is **25th July 2021**. We read applications continuously, and vacancies may be filled sooner than the deadline, so apply as early as possible. We look forward to receive your application.

Apply today!

Carlsberg Group: Brewing for a better today and tomorrow

For us success has always been in the diverse mix of our people, our beers and our brands. At Carlsberg, we want to recruit and develop people with a global mindset, cultural understanding, and international experience to ensure that our organization stays agile and prepared for future growth. Only by acknowledging and harvesting from different perspectives and experiences, will we gain competitive advantage and leverage the effect of diversity for business growth. Carlsberg aims to create equal access to opportunity regardless of social identity, and we encourage everyone to apply regardless of gender, nationality, race, religion or any other characteristics protected by law.