

Overview:

Our client is a well-established consumer brand within the food and franchising sector looking for an experienced Brand Manager to support its continued growth across Southern Africa.

This is a broad commercial marketing role spanning brand strategy, national campaigns, CRM, digital, innovation, pricing, customer insight and franchise marketing. You'll work across the full brand experience, from what customers see and engage with to the commercial decisions that influence growth, loyalty and performance.

Responsibilities

- Support the annual brand strategy and marketing plan.
- Execute national marketing campaigns and promotions.
- Manage media, agency and strategic partner relationships.
- Lead CRM, customer loyalty and database-growth activity.
- Support innovation and new product development.
- Drive pricing, menu-mix and promotional optimisation.
- Manage national product and menu roll-outs.
- Oversee brand consistency across consumer touchpoints.
- Use consumer and sales data to improve marketing decisions.
- Manage digital activity, marketing budgets and franchise marketing support.

Requirements

- Relevant tertiary qualification.
- Minimum 3 years' FMCG or food franchising experience.
- Brand marketing experience within franchising advantageous.
- Strong understanding of the South African media environment.
- Digital marketing and social media knowledge.
- Strong commercial and analytical capability.
- Experience managing integrated campaigns.
- Excellent stakeholder, agency and communication skills.
- Strong numerical ability and attention to detail.
- Comfortable managing multiple priorities in a fast-paced environment.