

HeF Clothing

Brand Marketing Manager

HeF Clothing is a premier lifestyle brand offering an expanding line of streetwear and sportswear. We are pioneers in the Pakistan's urban apparel industry and represent a truly unique opportunity to accelerate your career in a fun, dynamic and fast paced environment that fosters expression, creativity and harmony. We are committed to creating a diverse and inclusive work environment where anyone and everyone can feel comfortable.

We are looking for a passionate and dynamic individual to lead all of our Marketing, PR and Brand activities, with a view to making HeF Clothing a trusted and respected brand as well as the premier destination for streetwear and sportswear in Pakistan. The Brand Marketing Manager will report directly to the CEO.

In addition he/she will be responsible for:

- Develop, implement and coordinate an execution plan for all aspects of our marketing and build public awareness campaigns across multiple channels.
- Drive customer acquisition through managing marketing strategy and building partnerships with 3rd party external stakeholders.
- Work in conjunction with 3rd parties to negotiate, plan and execute advertising campaigns through offline media (TV, print).
- Create and manage digital marketing and online content to ensure alignment on branding and communication across all channels (online and offline).
- Plan and execute communication strategies for product and brand campaign activities.
- Handle all aspects of PR and Branding and build relationships with regional media (TV, Radio, Event Management, Print Media).
- Assess effectiveness of marketing activities through data collection and analysis to inform future activities and make immediate changes where possible.
- Monitor, review and report on all marketing activity and associated results.
- Ensure that the marketing and promotional activities implemented create a consistent and recognizable brand identity both internally and externally.
- Build brand awareness and association of brand to increase customer understanding of the HeF Clothing brand proposition.
- Manage relationships with internal communications and external agencies to deliver the brand value messages.
- Create marketing materials where appropriate (press releases/media packs, blogs, vlogs, etc.).
- Carry out special and media event planning activities and arrangements with regards to radio and television campaigns.
- Build and mentor a team to facilitate all aspects of the Marketing function including but not limited to, coordination and execution of photo and video shoots, events and content planning and distribution.
- Attend daily team meetings to discuss engaging content and brand voice.

- Maintain a strong understanding of the fashion industry and keep abreast of fashion trends.

Qualifications

- Advanced knowledge of social media platforms, i.e. Facebook, Instagram and Pinterest.
- Experience driving and owning a marketing function in an ecommerce, FMCG, retail or similar environment or managing a major brand with strategic and execution responsibilities
- Experience working with productivity software, i.e. Google Suite (word processing, spreadsheets and presentations)
- Experience working with creative software, i.e. Adobe Creative Suite (Illustrator, Photoshop and Premiere)
- Experience working with digital marketing software, i.e. Google Analytics, Google Adwords, Facebook Business manager.
- Advanced knowledge of social media platforms, i.e. Facebook, Instagram and Pinterest.
- Great communication skills to work smoothly with internal and external stakeholders
- Strong analytical skills
- Proven track record of effecting change and making things happen
- Passionate about execution
- Driven, ambitious and comfortable breaking new ground in a start-up environment
- Commitment to setting and maintaining high standards

Additional Information

Competencies

- Results Orientation
- Effective Communication
- Analytical Thinking
- Adaptable/Open to Change
- Customer Orientation
- Accountability/Ownership
- Teamwork

Location: Karachi, Pakistan with opportunities to work remotely.