



Join The Leading MNC – FMCG Client As **ACTIVATIONS PLANNER**



KEY RESPONSIBILITIES

- Work closely with brand and agencies to formulate brand marketing plans.
- Should have good creative and strategic acumen to produce innovative & tech-savvy ideations.
- Understand brand JTBDs and, formulate effective activations plans.
- Lock, keep track and execute activation annual calendar .
- Ensure agency is executing the activations plans as per the locked SOP.
- Monitor and track all the activations.
- Formulate activation updates and present it to all the stakeholders on regular basis.
- Evaluating sales and KPIs achievement against the set criteria and share result with all the relevant stakeholders.
- Ensure to conduct field visits of all the activations/events.

REQUIREMENTS

- ✓ Education: BBA / MBA (Marketing)
- ✓ Experience: 1-3 years
- ✓ Location: Karachi (Travelling required)

**Salary up to 100k
and other benefits**

Send your profiles till February 08, 2022