



Senior Marketing & Brand Management Specialist

VSP VISION

Job Category: Marketing/Sales

Job Source: nrbjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Experience: Minimum 6 years

Posted On: 2 Oct 2024

Application Deadline: 31 Oct 2024

Job Context

- Involved in leading the strategic vision, market opportunities, pricing and profitability analysis, marketing activities, and collaborating on sales strategies for a brand, product, or service across all media, while collaborating with multi-functional teams and agency partners.

Job Description/Responsibility

- *Typically has the following skills or abilities:*
- Bachelor's degree in Business, Marketing, or related field or equivalent training, education, and experience
- Six years of experience in product or brand management
- Advanced understanding of brand management concepts and building/execution techniques
- Solid working knowledge of MS Office, PowerPoint, Word, and Excel
- Proven ability to develop and execute marketing strategies
- Ability to elevate the perception of our corporate brand and our company
- Excellent project management skills and experience managing large projects
- Proven track record of influencing constituents for optimal results
- Excellent organization skills, detail-oriented, and ability to multitask
- Excellent verbal, written, and interpersonal communication skills
- Flexible and able to quickly and effectively change priorities and direction
- Strong analytical skills required
- Ability to write and present clear and concise reports

Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

Additional Academic Requirements

- Bachelor's degree in Business, Marketing, or related field or equivalent training, education, and experience

Experience Requirements

- Minimum 6 years of experience is required.

Additional Experience Requirements

- Six years of experience in product or brand management

Skills Requirements

- Advanced understanding of brand management concepts and building/execution techniques
- Solid working knowledge of MS Office, PowerPoint, Word, and Excel
- Proven ability to develop and execute marketing strategies
- Ability to elevate the perception of our corporate brand and our company
- Excellent project management skills and experience managing large projects
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Work Area

- Applicant should have experience of working in the following category(ies): Marketing/Sales

Industry Type

- Experience should include the following skills: Hospital/Diagnostic Center

Job Location

- Anywhere in the country

Address: Rancho Cordova, CA, Rancho Cordova, CA, United States

Company Profile: Health Care Services & Hospitals

Company Website: <https://www.vspvision.com/>