

Purpose

The Senior Brand Manager will work to enhance the performance and image of the brand with a view to bring maximum visibility.

Job Requirements & Responsibilities

- Minimum requirement of Bachelor's Degree with at least three years of experience in a brand-related role.
- Prior experience of having interacted with media-buying, creative, and advertising agencies.
- Strong understanding of modern-day marketing and research tools including leveraging digital marketing for PCB's benefit.
- Ideally possess reasonable knowledge of cricket, Pakistan Cricket Team, and its players.
- Excellent communication skills in both Urdu and English.
- Amplify PCB's reach, relevance and popularity with all existing fans and create effective strategies to acquire new fans.
- Build and drive PCB's marketing strategy and dedicated activations.
- Develop brand communication and own the PCB brand narrative.
- Serve as the day-to-day marketing agency liaison for PCB.
- Engage with and keep internal stakeholders updated with relevant insights and trends.
- Ensure execution of event-based and annual marketing campaigns, in conjunction with partner agencies.
- Manage and implement promotional and marketing strategy for all domestic and international events.
- Work on and manage brand budgets on an annual and quarterly basis.
- Work closely with internal stakeholders to track and measure campaigns, analyze consumer behavior, and use data to drive decisions.
- Work closely with the Partnerships Manager to create value for all PCB clients and partners.

- Work closely with the Events Team to plan and implement marketing activations.
- Be a strategic thinker who can follow and adapt best global practices in sports, media, event management and consumer marketing for PCB's benefit.
- Fluency in using basic Microsoft Office tools.