



**HIMALAYAN DISTILLERY LTD.
VACANCY ANNOUNCEMENT**

1. Brand Manager (Requirement: 1)

Job Role Summary:

The Brand Manager shall be responsible for overseeing all aspects of brand development and strategy, ensuring consistent messaging and positioning across all channels. You will work closely with cross-functional teams to create a compelling brand experience that resonates with our customers and drives growth.

Job Responsibilities:

- Develop and implement brand strategies to enhance brand awareness and equity.
- Conduct market research to understand customer needs, competitive activities, and emerging trends.
- Collaborate with internal teams on product development, pricing strategies, and promotional activities.
- Manage and evaluate brand performance, making adjustments to strategies as necessary.

Required Competencies:

- Strong leadership and team management skills.
- Strategic thinking with a strong understanding of market dynamics and trends.
- Excellent negotiation and networking abilities.
- Creative and analytical skills
- Outstanding communication

Minimum Educational Level and Experience:

Master's degree in Business Administration (MBA) or related field with at least 7 years of experience in Marketing.



**HIMALAYAN DISTILLERY LTD.
VACANCY ANNOUNCEMENT**

2. Brand Specialist (Requirement: 2)

Job Role Summary:

The Brand Specialist shall be responsible for building and maintaining the brand's identity, enhancing its visibility, and ensuring its alignment with market trends and customer expectations. He/she shall collaborate with cross-functional teams to develop and implement strategies that boost brand recognition and drive customer engagement.

Job Responsibilities:

- Assist in formulating and executing brand strategies to enhance market presence and customer loyalty.
- Plan, execute, and evaluate marketing campaigns across digital, print, and other media channels.
- Create brand messages and oversee content for websites, social media, and promotional materials.
- Conduct research to analyse customer behaviour, market trends, and competitive landscape.
- Ensure all marketing and branding efforts align with the company's brand guidelines and vision.

Required Competencies:

- Strong understanding of branding principles and marketing strategies.
- Excellent written and verbal communication skills.
- Creativity and the ability to think outside the box.
- Strong analytical and problem-solving skills.
- Team collaboration and interpersonal skills.

Minimum Educational Level and Experience:

Bachelor's degree in Business Administration (BBA) or related field with at least 1-3 years of relevant experience.

We offer excellent opportunity for career growth and hands-on experience in a fast-paced environment. If you are interested in joining us to craft exceptional products and be part of a prestigious brand, please send us your updated resume to recruitment@himalayandistillery.com

Application Deadline: 8th November, 2024