

BRAND MANAGER - NISSAN

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Company: Al Babtain Group

Location: Kuwait

Category: other-general

Al Babtain Group was founded in 1948,our group was built on the values of integrity and commitment, driven by passion. True to the vision of our founders, today we represent some of the world's leading brands, spanning from the USA to the Far East.

Over the years, we have expanded our operations to include automotive, Information Technology, investment, industrial and finance, establishing a strong footprint in each sector with best practices. In key segments such as Nissan Middle East, we have earned the distinction of being a market leader, commanding the highest market share.

Furthermore, we have an active investment division that explores opportunities in the real estate sector, focusing on leisure, residential and commercial projects in the neighboring countries. This provides us with a steady stream of additional revenues. We enter new markets after in-depth research and thorough due diligence, followed by building of partnerships with leading players in the field.

The responsibilities of the Brand Manager include but are not limited to:

Take brand ownership and build the strategies to align with the company's vision around the brand's direction, choices and tactics.

Translate branding strategies into brand plans, brand positioning and go-to-market campaigns.

Responsible for achieving sales targets of the brand.

Implement the sales strategies for business development and increase customer retention rate maximizing customer satisfaction levels.

Establish performance specifications, cost and price parameters, market applications and sales estimates.

Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues, analyze the potential area for improvements and recommend proper actions.

Devise, measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs), competitors pricing survey feedback in conjunction with marketing team.

Closely observe daily sales performance trend, sales operation process & procedures in order to overcome work barriers leading to performance enhancement and profitability.

Propose & plan annual budgets for the sales & marketing

Ensure customer feedback is collected at various levels in a systematic manner and is given back with speed and accuracy to sales operations and marketing campaigns etc.

Recommend incentive schemes and ensure implementation of the selected schemes across the network to maintain associates' commitment in delivering results.

Work directly and closely in cross functional teams with all related departments to maximize efficiency of implementing action plans & strategies.

Mentor the managers and coordinate with L&D regarding training needs to improve skills & development of the sales team.

Direct sales team, conduct performance evaluations and motivate them to achieve the targets.

Sustain a dynamic and motivational work environment by developing people and their skills to match the business requirements.

Knowledge & skills:

Marketing & Brand management

Operations and resources handling

Customer engagement techniques

Advance analytical skills

Strong networking and interpersonal skills

Leadership skills

Financial Principles

Education

University degree in Business Administration or Marketing.

Experience

Minimum 10 years in similar position in motors field

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