



SENIOR MARKETING EXECUTIVE

We are seeking an experienced Senior Marketing Executive to lead the development and implementation of marketing strategies for our branch network in Vision Care.

Key Responsibilities

- Develop and execute creative marketing campaigns for Vision Care products to meet business objectives and drive revenue growth
- Manage the branch network and work closely with the sales team to ensure alignment with marketing objectives
- Plan and execute Below-the-Line (BTL) activities such as events, roadshows, and promotions to increase brand awareness and drive customer engagement

Qualifications and Requirements

- Bachelor's degree in Marketing, or related field
- At least 3 years of experience in a senior marketing role.
- Strong knowledge of marketing principles, techniques, and tools, including digital marketing and BTL activities
- Excellent communication and interpersonal skills, with the ability to build strong relationships with internal and external stakeholders.

Interested candidate please forward your CV, to the below e-mail address.

careers@visioncaresl.com



Manager- Human Resources

VISION CARE OPTICAL SERVICES (PVT) LTD

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