

Bermuda General
Agency Ltd.

invites
applications
for an
experienced:

Marketing Brand Manager

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The successful applicant will receive a
competitive salary and benefits package
that includes Major Medical, Dental and Life
Insurance as well as Group Discounts for:
The Phoenix Stores, SAL Limited, Aberfeldy
Nurseries, Pitt & Company and Bermuda
General Agency Ltd.



Bermuda General Agency Ltd. (BGA) is seeking a motivated and dynamic Marketing Brand Manager reporting directly to Senior Management.

RESPONSIBILITIES WILL INCLUDE:

- Delivering budgeted sales and gross margin in line with monthly budgets;
- Analyzing sales and relevant financials and reporting on product sales;
- Supporting the sales team and helping to maintain strong ties with key accounts;
- Developing and executing trade and brand marketing programs for the appropriate vendors within vendor expectations and budgets;
- Facilitating staff training sessions, consumer events, and effective promotional implementation;
- Coordinating, sampling and helping manage specials/promotions;
- Managing sponsorship for events and donation requests in conjunction with Human Resources;
- Creating all print, online, in-store promotional artwork and advertising managing the content of the website and social media pages.

REQUIREMENTS:

- A bachelor's degree with a marketing focus OR equivalent work experience in the marketing field. An understanding of consumer-packaged goods marketing would be an asset;
- Excellent computer literacy skills including proficiency in Microsoft Office applications;
- Strong understanding of graphic design programs - Adobe Illustrator/Photoshop is a must;
- Solid understanding of web and social media platforms and analytics, creating social media campaigns and building BGA's online presence;
- Produce internal and vendor business reviews and presentations;
- Excellent oral and written communication skills;
- Proven organizational and time management skills and must be able to handle multiple tasks with attention to detail;
- Ability to work independently in a team environment;
- Must have own vehicle to use during working hours as necessary. An intermediate licence would be ideal but not necessary.

The position is hands-on and the candidate is expected to do much of the executional work involved in such activities as product launches, advertising, promotions, event marketing, sampling, and displays. Due to the fast-paced nature of the positions, applicants must be prepared to work flexible hours as required

Interested applicants should apply in writing by the 16th of March, 2019, to the Human Resources Manager, Bermuda General Agency Ltd., P.O. Box HM 506, Hamilton, HM CX, or direct submissions via email to: bgahr@bga.bm.

*Only applicants short-listed for interviews will be contacted.
All applications will be treated in strict confidence.*