



Senior Executive – Brand Activation (Marketing)

The candidate is responsible for creating and driving the company's consumer and events strategy with a focus on delivering brand, product and revenue objectives

Responsibilities:

- Drive company's overall consumer and trade events strategy across all airtel products
- Activate event strategy to accurately reflect airtel brand values; deliver a clear, strong, authentic brand message to the consumer
- Drive overall strategy and best practices for consumer programmes in line with Airtel brand objectives
- Leverage all Airtel Marketing campaign initiatives:
Thereby work together with the cross functional teams to ensure that marketing initiatives and programs are leveraged across sales channels
- Development and management of grass roots events and programmes to propagate brand acceptance and adoption.
- Ensure field teams executions are smooth as per expectations

Send in your CV to careers.lanka@airtel.com on or before 16th November 2016 with **email Subject:** Senior Executive: **Brand Activation**