

Marketing Manager – Colonel Beer

A unique concept to the market; it consists of Colonel Microbrewery and Colonel Brewpub & Restaurant.

Major: degree in Business Administration, Marketing, or any related field

Experience: 3 – 5 years of experience in the marketing field in F&B sector.

Major Responsibilities:

- Implement marketing communication and positioning.
- Establish direct profitable and cost-effective marketing programs.
- Develop and produces promotional and collateral materials.
- Evaluate the market segments and customers' needs in order to develop marketing plans.
- Handle outside promotion and activities.
- Develop and implement the annual marketing plan.
- Research the market for new ideas, products, and strategies.
- Advertise and promote all new products, services, and plans.
- Develop yearly events calendar and communicate with the CEO for approval.
- Set budget for each event and coordinate with the CEO and Financial Controller accordingly.
- Forecast revenue from each event and coordinate with the CEO and Financial Controller accordingly.

Additional Requirements:

- Knowledge of budgeting and forecasting processes, procedures, and principles.
- Very good command in English and local language both oral and written.
- Good command in French or a foreign language is a plus.

How to Apply:

Kindly send your CV or contact the Career Services Center, E-mail: career.services@balamand.edu.lb;
Ext. 7801; 7802