

# Activation Executive

## AlMaKo (Albania, Macedonia and Kosovo)

Location: Skopje

*#Bring your difference*

Welcome to the recruitment & selection process for BAT! We are a global leader with over 200 brands present in more than 200 different markets. Our company hires talented professionals from various fields, and we provide them working environment to explore their full potential.

That is why we APPRECIATE every initiative, SUPPORT enthusiasm, and REWARD the result of each of our employees.

If you want to be part of the team of one of the world's most desirable employers, send us your application!

### OUR EXPECTATIONS:

- University degree
- Fluency in English
- Advanced knowledge in MS Office (Excel, Word, PowerPoint)
- Proven planning, organizational and analytical skills
- Effective leader / driver of new initiatives; a motivator of change
- Dynamic, open-minded, ready to self-develop person
- At least 2 years of experience in marketing

### MAIN TASKS:

- Development of relevant marketing mix for each campaign and cycle activity, within a given time frame, within the given legal framework and according to agreed plan and budget
- Briefing, coordinating and managing Marketing Agencies to develop relevant campaigns and all touchpoints, and ensure their OTIF deployment/execution
- Ensuring that all brand cycle activities and activation plans are implemented properly by time, budget, and objectives
- Managing campaigns across channels - trade, B2B, Events, 121
- Utilizing strong analytical ability to evaluate end-to-end customer experience across multiple channels (retail, horeca, events, digital) and proposing innovative solutions and improvements
- Providing support in development of activation strategies and plans through all channels
- Providing detailed, concrete, and structured summary for the entire marketing mix of each campaign
- Identifying opportunities for development and innovation, in order to maximize the impact on relevant target groups
- Ensuring that brand development plans are in line with strategic imperatives defined by the global team
- Budget management

### WHAT WE OFFER:

- Competitive working conditions, including private medical insurance and flexible working hours
- Superb working environment with challenging role
- Opportunity to be part of a friendly and highly professional team in a dynamic working environment and to collaborate with colleagues across the BAT Group
- The ability to use cutting edge technologies
- Employee development

Please send your CV until 31.08.2023 at [Activation Executive at British American Tobacco \(bat.com\)](https://bat.com)

If you recognize yourself in this description, apply to the ad and join a successful international group that employs more than fifty thousand people worldwide.

We look forward to your application!