A Group of Company

Kathmandu , Nepal

Brand Visibility Co-Ordinator

Basic Information

Job Category : Information Technology (IT)

Job Level : Mid Level

No. Of Vacancies : 1

Employment Type : Full

Job Location : Kathmandu

Offered Salary : Negotiable

Apply Before : 2025-06-07 (6 Days, 9 Hours From Now)

Job Specification

Education Level : Bachelor Degree

Education Required : Bachelor's Degree In Relevant Field

Experience Required : Greater Than 2

Other Specification

Requirements:

- Proven experience in similar role or internship is preferred
- Should have good knowledge in Ms office - Ms excel, Ms powerpoint, Ms word
- Should be proactive
- Excellent organizational and coordination skills and multitasking abilities
- Strong written and verbal communication skills
- Two-wheeler and driving license compulsory

Job Description

Key Responsibilities:

1. Shop/Inshop Branding:
   - Oversee the implementation of shop and in-store branding materials to ensure alignment with brand guidelines.
   - Ensure branding materials are properly placed and maintained in retail environments.
2. POSM (Point-of-Sale Materials) Management:
   - Coordinate the distribution, placement, and maintenance of POSM in retail stores. ? Ensure POSM materials are in good condition and effectively highlight the brand.
3. Shop Decoration Management:
   - Plan, coordinate, and manage shop decoration and visual merchandising activities to create an appealing and consistent brand experience.
   - Collaborate with vendors and retailers to set up decorations, displays, and promotional setups.
4. HONOR Counter Management:
   - Ensure HONOR counters are consistently well-stocked, clean, and in line with brand standards. ? Coordinate the design and setup of HONOR counters in retail spaces.
5. LDU (Large Display Units) and Dummy Phone Management:
   - Manage and maintain large display units (LDU) and dummy phones in retail outlets.
   - Ensure dummy phones and displays are in excellent condition, functional, and attractively presented.
6. Roadshow Activities Coordination:
   - Plan and coordinate roadshow activities, including venue setup, logistics, and brand visibility during roadshows and product demonstrations.
   - Collaborate with external vendors and teams for event management.
7. Event Branding Management:
   - Oversee event branding for promotional activities, launches, and exhibitions.
   - Coordinate with designers to produce event-specific banners, posters, and other visual materials.
8. Photos and Videos Collection:
   - Document all visibility-related activities through photos and videos for reporting, promotional purposes, and documentation.
   - Ensure high-quality content is captured during events, installations, and promotions.
9. Design Coordination:
   - Work closely with the design team to create and implement branding and promotional materials.
   - Coordinate with designers to ensure timely delivery of all design tasks and assets.
10. PPT Making and Compilation:
    - Create and compile PowerPoint presentations to report on visibility activities, branding projects, and related initiatives.
    - Ensure all presentations are aligned with the brand guidelines and are clear, concise, and visually appealing.
11. Vendor Coordination for Print Material:
    - Coordinate with external vendors for the production and delivery of print materials, including brochures, banners, posters, and other promotional materials.
    - Ensure that print materials meet quality standards, are produced on time, and delivered to the required locations.
    - Review print proofs and ensure that all print material accurately reflects the brand's visual identity.

12. Ecommerce Order Coordination:
    - Coordinate and process ecommerce orders from platforms such as Daraz, Khalti, etc., when required.
    - Ensure accurate order fulfillment and timely coordination with ecommerce teams.