



BRITVIC IRELAND LIMITED



#JOB-2418649



Kylemore Park West, Ballyfermot, Dublin 10,



No of positions : 1



Paid Position



40 hours per week



30000.00-35000.00 Euro Annually



30/10/2025



27/11/2025

How to apply

Application Method :

Not available



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Assistant Brand Manager

Application Details

In order to work in Ireland a non-EEA National, unless they are exempted, must hold a valid employment permit. Please review the [Eligibility and requirements for an employment permit](#) if you are unsure of your eligibility to apply for this vacancy.

Job Description

About the Role: As an Assistant Brand Manager, you'll dive into the vibrant world of iconic soft drink brands, where keeping your finger on the pulse of cultural trends, social media dynamics, and brand vitality is key. Reporting to the Marketing Manager, you'll play a pivotal role in breathing life into our Irish brands and shaping their narrative in the market. Key Responsibilities:

- Immerse yourself in the dynamic landscape of soft drink brands, working closely with the CSD Manager to execute operational plans that resonate with our audience.
- Champion our brands with an acute understanding of the factors driving growth, ensuring they stay relevant and engaging in the ever-evolving market.
- Craft cutting-edge through-the-line (TTL) campaigns that captivate audiences, leveraging your keen insight into social media trends and cultural nuances to execute with excellence.
- Monitor campaign performance against objectives, identifying opportunities for growth and adaptation in real-time.
- Coordinate strategic partnerships and brand sponsorships, tapping into the pulse of social media influencers and PR trends to amplify our brand presence.
- Collaborate seamlessly with cross-functional teams to develop and implement effective marketing strategies across all channels, infusing them with your passion for brand storytelling.
- Cultivate strong relationships with external stakeholders, including creative agencies and packaging experts, to bring our brands to life in innovative ways.
- Support your manager on new product development projects, from inception to post-launch evaluation, leveraging your creativity and business acumen to drive success.
- Support budget management activities, ensuring financial resources are allocated effectively to maximise brand impact.
- Spearhead the digital and social media calendar of activities, working closely with marketing agencies and leveraging insights to optimise our online presence.

Knowledge, Skills & Experience Required:

- Bachelor's degree/Master's in Marketing or related field.
- 2+ years of marketing experience, ideally within the FMCG sector.
- A dynamic and energetic personality with a genuine passion for brand building.
- A thirst for learning and a knack for bringing fresh perspectives to the table.
- Demonstrated keen interest in social media dynamics and understanding of what appeals to youth audiences in Ireland.
- A proactive, can-do attitude with the flexibility to adapt to changing priorities.

· Exceptional communication and collaboration skills, fostering open partnerships both internally and externally. · Strong project management abilities with a meticulous attention to detail. · Proficient time management skills, capable of thriving in a fast-paced environment. · Valid driver's license.

- **Sector:** manufacturing

Career Level

- Managerial