



Join Coffee Island team

Brand Specialist

Location: Nicosia, Cyprus

We are leaders in the coffee sector operating successfully in 8 countries with a chain network of more than 480 coffee shops. We are real explorers and invest heavily in knowledge and innovation, as they are the driving forces behind our success. Our vision is to establish ourselves as international leaders and pioneers in the coffee world.

The Role

As a **Brand Specialist**, you will play an integral role to Marketing Dpt., contributing to the vision and strategic goals of the organization. As a part of our team, you will support and drive execution of campaigns and communication activities, maximizing the dynamic of our Brand in every aspect that makes us unique!

Duties and Responsibilities

- Participation in the development, implementation and evaluation of the Marketing Activity plan (ATL, BTL, Digital Campaigns, Events) in line with the strategic priorities of the organization
- Management, evaluation and development of product mix in cooperation with internal and external partners, aimed at the inclusion of new products in our branch network
- Communication and cooperation with the Commercial Dpt., for the proposal and establishment of pricing policy
- Knowledge and analysis of market trends/competition
- Development, monitoring and evaluation of communication and promotion campaigns
- Development of clear written and verbal communication with internal and external partners
- Participation in the design and set up of new or renovated stores (design, product mix, merchandising, marketing material, in-store communication etc.)
- Participation in the development, implementation and evaluation of promotional plans to support the Franchisees' network
- Evaluation and management of incoming requests from Franchisees
- Assurance of proper functioning of internal procedures (e.g. accounting records, participation in interdepartmental meetings, demands forecasting etc.)



Experience & Education

- Bachelor's degree and MSc in Marketing or Business Administration
- At least 5 years of previous experience in Brand, Trade and Product Management
- Experience in the Food Retail, FMCG and/or F&B sector will be considered an asset

Required Knowledge & Skills

- Excellent knowledge of Greek and English (verbal and written)
- Proficient in MS Office
- Reporting & analytical skills
- Familiarity with multiple platforms (e.g. Google Ads, Meta Ads, New, Moosend), SEO/SEM, Google Analytics & CRM Software
- Ability to work independently in a task-oriented environment as well as effectively within a team
- Outstanding organizational skills, time management and multitasking
- Ability to maintain a high level of professionalism and confidentiality
- Team player mindset with strong collaboration skills with internal and external partners
- Flexibility to travel abroad
- Completed military obligations (for male candidates)

Benefits

- Competitive remuneration package (13 salaries)
- Continuous training and development plan
- Career opportunities
- Modern working environment full of challenges

Please send your CV at cv@coffeeisland.com.cy, Ref. code «**BRNDspec.23.02**»

All applications will be treated with strict confidentiality. After the screening of the CVs, we will contact the candidates who meet the profile's requirements to arrange an interview.