



Join Our Team



Brand Manager

We are looking for a results-driven and entrepreneurial Brand Manager who goes beyond execution to truly own the brand. The ideal candidate is proactive, insight-driven, and capable of contributing to differentiated and innovation-led strategies in a competitive market.

Job Summary

The Brand Manager is responsible for developing and executing the brand strategy to drive growth, market share, and profitability. The role requires strong ownership of the brand, combining strategic thinking with excellent execution capabilities. The Brand Manager will work cross-functionally with sales, regulatory, and supply chain teams to ensure effective commercialization and consistent brand performance in a competitive, retail-driven market.

Qualifications & Experience

- Bachelor's degree in Pharmacy, MBA is a plus
- 3–6 years of experience in pharmaceutical marketing
- Minimum 1–2 years of experience as a Brand Manager with proven ownership of brand strategy and execution
- Experience in product launches or lifecycle management is highly preferred
- Strong understanding of the Lebanese and regional pharmaceutical market and retail dynamics

Core Competencies

- Strategic thinking and analytical skills
- Strong business and financial acumen
- Ability to generate insights from data and translate them into actionable strategies
- Excellent communication and presentation skills
- Cross-functional collaboration and stakeholder management
- High level of ownership, accountability, and proactivity
- Ability to work in a fast-paced, dynamic environment

Key Responsibilities

- Develop and implement comprehensive brand strategies aligned with company objectives
- Analyze market trends, competitive landscape, and retail data to identify growth opportunities
- Lead product launch planning and execution, including pre-launch, launch, and post-launch phases
- Manage the brand lifecycle, ensuring sustained growth and optimal positioning
- Collaborate closely with the sales team to ensure alignment on strategy, messaging, and execution
- Develop promotional materials, campaigns, and marketing initiatives in coordination with internal and external stakeholders
- Monitor brand performance, track KPIs, and adjust strategies to achieve business targets
- Manage marketing budgets and ensure optimal return on investment
- Work cross-functionally with concerned departments to ensure smooth execution of brand plans
- Build strong brand positioning and messaging tailored to physicians, pharmacists, and patients

If your background and experience fit this profile, please upload your resume on the website or send to the following email:



hr@iticopharma.com