**ADRC IS LOOKING FOR A MARKETING ASSISITANT**

**FOR THE APPAREL DESIGN & RESEARCH CENTRE LOCATED IN LAHORE, PAKISTAN.**

**OPENING IN SEPTEMBER 2019 IN LAHORE, PAKISTAN UNDER SUPERVISION OF PRGMEA, CDI, CRI AND UNIDO, THE NEW DESIGN CENTRE WILL STRIVE TO FACILITATE THE COMMUNITY AND CULTIVATE NEW RELATIONSHIPS WITH BOTH LOCAL AND INTERNATIONAL FASHION BRANDS.**

**WITH AN IMPRESSIVE ARRAY OF NEW COMPUTING TECHNOLOGY AND THE LATEST SOFTWARE, OUR HIGHLY SKILLED CREATIVE TEAM IS READY TO MEET THE DEMANDS OF ALL ITS VALUED CUSTOMERS AROUND THE WORLD.**

**JOB PROFILE:**

Marketing assistant apparel design & research centre.

You’ll be responsible for the marketing research and output of the design & research centre on a fulltime, daily basis.

**RESPONSIBILITIES:**

Under the direction of the general manager, and in partnership with your colleagues, develop and execute campaigns that achieve the overall mission, vision and strategy of the Apparel design & research centre.

* Assist with ensuring that the content of all company communications is current, consistent with brand guidelines, meets legal requirements and high professional performance.
* As required, develop briefs for external suppliers of all kind.
* Develop and manage collateral and promotional material in line with marketing objectives.
* Assist our design & research centre with communications projects, including copy writing, research, and general sales support and event coordination.
* Assist with the design and implementation of marketing campaigns to support company growth, as well as analyse and report campaign results against set goals.
* Assist with identifying internal and external target groups, at a regional level, for campaigns and promotional material and the most effective channel for communication, using direct and web marketing strategies.
* Give operational support in the development of innovative communication programmes which strengthen the overall corporate identity, reputation, and profile both internally and externally
* Support brand specific campaigns and programmes to ensure further sales growth as directed by business strategy.

**WHAT WE EXPECT FROM YOU:**

* Bachelor degree or similar in marketing with preferably experience in a textiles/apparel environment;
* Two to three years’ experience in the fashion industry;
* Excellent organisational and Project Management skills;
* Strong communication skills, both written and verbal;
* Strong in analytics;
* Experienced user Adobe CC package, Microsoft office 365;
* Willing to study 3D Rhino;
* Able to manage multiple projects in a rapidly changing environment;
* Relevant practical marketing experience, preferably within an international organisation;
* Understanding the needs of our customers;
* Understanding and experience of digital and multimedia production techniques;
* Experience in website and social media content management, SEA/SEO, Google ads, analytics;
* Customer oriented as you will be building relationships with colleagues, internal and external customers and suppliers;
* Business level English speech and in writing, required;
* Ability to prioritise and deal with a variety of situations where only limited standardisation exists;
* Fluent in English; writing and speech.

**WHAT DO WE HAVE TO OFFER?**

Engagement is key with all employees: from managers to support partners, from stitching to designing. Making a difference in what you do, have fun and contribute to a strong business proposition. Feeling proud about your organisation, making the life of your clients easier and more fun. Celebrate successes. That is what working with the APPAREL DESIGN & RESEARCH CENTRE is about.

The APPAREL DESIGN & RESEARCH CENTRE is a contemporary design & research centre concept. Our integrated and flexible business model encompasses in-house design, purchasing and merchandising departments, along with a dedicated logistics and distribution division, fully aligned to serve our clients.

For generations we make our end customers daily life nicer. We think quality and surprising design should be available for everyone. Durable, Fresh, European, Sustainable. That is working with and for the APPAREL DESIGN & RESEARCH CENTRE.

**WHAT DO WE STAND FOR?**

The APPAREL DESIGN & RESEARCH CENTRE is an equal opportunity employer (EOE) that strives to create a diverse workforce and an inclusive culture.

The APPAREL DESIGN & RESEARCH CENTRE is a growth company that looks for team members to grow with it. The Design & Research Centre offers a generous total rewards package, casual work environment, a diverse and inclusive culture, and an electric atmosphere for professional development. No matter the location, or the role, every employee shares one galvanising mission: ‘To bring inspiration and style to every person in the world.’

The APPAREL DESIGN & RESEARCH CENTRE is committed to employing a diverse workforce. Qualified applicants will receive consideration without regard to race, colour, religion, sex, and national origin.

We offer you an inspiring working environment and a challenging Fulltime job.

We’re interested in learning more about you and appreciate you taking the time to apply online.

Please include your cover letter and CV.

A written vision on the chances and treats concerning the APPAREL DESIGN & RESEARCH CENTRE ’s future is a surplus.

**COME JOIN OUR TEAM!**

Location:

ADRC Apparel Design & Research Centre

71-L, Gulberg-III

Lahore, Pakistan

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