

Job Title: Marketing Manager

Company: Leo Patriotis Ltd.

Sector: Wholesale Trade & Distribution

About Us

Leo Patriotis Ltd is a trusted and established family business, proudly representing high-profile and leading brands across multiple channels in the Cyprus market. With a strong family-oriented culture, we value integrity, long-term partnerships, and sustainable growth.

We are seeking a **dynamic and experienced Marketing Manager** to lead and elevate our marketing efforts and drive strategic brand growth across all channels.

Job Description:

As our Marketing Manager, you will play a key role in developing and executing innovative marketing strategies, enhancing brand visibility, and managing campaigns that reflect the high standards of our partner brands. You will lead the marketing team, collaborate closely with other departments, and report directly to company leadership.

Key Responsibilities:

1. Marketing Strategy and Planning:

- Develop and implement comprehensive marketing strategies aligned with company goals
- Conduct market analysis to identify trends, risks, and opportunities
- Set KPIs and monitor campaign effectiveness and ROI
- Oversee the company's online presence (Website, social media, B2B e-shop)

2. Brand Management and Budgeting:

- Manage marketing budgets (including those provided by principals)
- Ensure consistency with brand guidelines and maximize brand exposure
- Present performance reports and promotional activity recaps to principals

3. Campaign Management:

- Plan and execute multi-channel marketing campaigns including digital, offline (e.g., billboards, radio, print), and in-store events, in close collaboration with our external advertising agency.
- Track campaign results and make data-driven improvements
- Oversee marketing materials and ensure creative consistency

4. Team Leadership and Collaboration:

- Lead and mentor the marketing team, fostering a culture of innovation and accountability
- Collaborate with Sales, Purchasing, Product Development, and Customer Service teams
- Manage external agencies, designers, and marketing vendors

5. Reporting and Compliance:

- Report on marketing performance and brand activity to senior management
- Maintain compliance with brand partner guidelines
- Keep thorough records and visual documentation of marketing initiatives

Qualifications & Skills:

- Bachelor's degree in Marketing, Business Administration, or a related field (MBA or advanced degree preferred)
- Proven experience as a Marketing Manager or similar role, ideally in the trading, FMCG, or distribution sectors
- Strong knowledge of marketing principles, digital tools, and best practices (including SEO, social media, Google Ads, etc.)
- Excellent leadership, communication, and project management skills
- Proficiency in digital marketing platforms, analytics tools, and MS Office

• Key Personality Traits:

- Proactive and self-motivated
- Strategic thinker with hands-on execution ability
- Adaptable and able to manage shifting priorities
- Creative and resourceful in solving problems
- Collaborative and team-oriented with a positive attitude
- Emotionally intelligent and culturally aligned with a respectful, family-style workplace

Benefits:

- **Competitive salary** with performance-based bonus.
- **13th salary.**
- **Provident Fund.**
- Personal **accident insurance.**
- **Optional private health insurance** (in addition to GESY).
- **Paid annual leave.**
- **A supportive, family-oriented work environment.**
- **Continuous training** and professional development.

How to Apply:

Interested candidates should send their C.V. to: marianna.nicolaou@patriotis.com, or contact us via: **Fax: 25872175** or **call: 25 72115**.

All applications will be treated in full confidentiality and in accordance with Data Protection legislation and we will only contact those who meet the required qualifications.