

## Brand Communication Executive

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### About Us

LC Waikiki Retail Company is a leading fashion retail company with a turnover of \$ 4,4 billion. LC Waikiki's journey started in France in 1988, continuing after 1997 as a Turkish brand under the umbrella of LC Waikiki Mağazacılık Hizmetleri Ticaret A.Ş.

Today, LC Waikiki trades with more than 1300 stores in 63 countries, with the company's philosophy that "Everyone Deserves to Dress Well" enabling people to enjoy accessible fashion through quality products at affordable prices.

There are around 6,000 employees working at LC Waikiki's corporate office, more than 60,000 people in Turkey and abroad.

LC Waikiki aims to be one of the 3 most successful ready-made clothing brands in Europe by 2026.

At LC Waikiki, our values being virtuous, achieving together, extensive expertise, being customer-oriented, challenging the difficulties.

"Brand Communication Executive" position will be recruited for our Bosnia / Croatia Operations. The requirements for the position are as below.

### The Role: Brand Communication Executive

Location: Sarajevo

In order to increase the brand awareness and value of the company in a way that supports the corporate vision, mission, and goals; the role owner must work in close contact with the International Brand Communication team in HQ and country teams, determining the local communication strategy and marketing activities of the country to bring together the improvement in communication that match the periodic needs of target customers with the target audience through the right communication channels, managing social media accounts, offline campaigns with agencies and creating monthly plans, managing and developing local campaigns and management processes and achieving KPI/OKR targets by focusing on accountability.

### Key responsibilities:

- Creating and Serving Kick Off Briefs aligned with the International Brand Communication Team in HQ to Develop Projects in Line with Local Calendars and Business Goals During the Year.
- Control and Coordination of the Compliance of Non-Brief Projects Developed aligned with the International Brand Communication Team in HQ in Line with Local Calendars with Brand Business Goals, Strategy, and Positioning.

- Helping to create the International Brand Communication Team in HQ with Main Briefs for 360 or Wide-Scope Projects and/or Campaigns to be Developed in the Country, Ensuring the Main Production of Important Main Assets (visual, production, etc.) with local 3rd parties in line with the Global Positioning of the Brand.
- Having an active role in seeking out new 3rd parties for local communication (agencies, mediums, platforms) and managing the partnership process aligned with the International Brand Communication Team.
- Planning and Coordinating the Main Creative Production for Outdoor and Printed Communication Channels (Shopping Mall Screens, Outdoor and OOH Boards and Screens) in the Country aligned with International Brand Communication Team in HQ.
- Report the Work Completed to the International Brand Communication Manager in HQ and Submit the budget & offers of projects for the Approval of the International Brand Communication Manager.
- Reporting the Work Completed to International Brand Communication Manager in the Top Management Format and Evaluating the Work Outputs and Learnings.
- Organizing Daily and Project Workflows of country communication (social media, digital, offline channels and malls).
- Planning and managing local influencer campaigns always following trends of the country and global markets aligned with the International Brand Communication Team in HQ, ensuring assets are delivered in line with brand values and rules, reporting the results to the International Brand Manager with key results and learnings.

#### Education and experience:

- Good knowledge of communication is a must. Roles in Account Management in Communication Agencies are a plus.
- 3+ years of experience in related experience.
- Advanced level in business English is a must both in writing and speaking.
- Keen to learning and following marketing trends all over the world.
- Strong organization and planning ability & communication skills.
- Able to work flexibly and result-oriented in a dynamic organization.
- Master knowledge of MS Office programs, especially PowerPoint, Outlook and Excel.

#### What LC Waikiki Offers to You

- Opportunity to take responsibility in one of the fastest growing companies of the retail.
- Open communication, teamwork and strong company culture. An organization that greatly values teamwork, development, and innovation.
- A work environment that performance and talent is noticed and recognized.
- A promising career by constant opportunities to learn, growth, and challenge.
- A chance to be a part of LC Waikiki Team that advances to the 2026 goals.

Please kindly send your only ENGLISH resume in order to apply via option "PRIJAVI SE NA OGLAS".

**Lokacija:** Sarajevo

**Datum objave:** 13. Dec 2024.

**Datum isteka:** 12. Jan 2025.