



## **Job Responsibilities:**

- Contribute in the implementation of marketing strategies
- Organize and attend marketing activities or events to raise brand awareness
- Plan advertising and promotional campaigns for products or services on a variety of media (social, print etc.)
- Liaise with stakeholders and vendors to promote success of activities and enhance the company's presence
- See all ventures through to completion and evaluate their success using various metrics
- Prepare content for the publication of marketing material and oversee distribution
- Conduct market research to identify opportunities for promotion and growth
- Collaborate with managers in preparing budgets and monitoring expenses
- Work in collaboration with the IT Officer to produce designs that meet the brand image

## **Requirements:**

- Bachelor's degree (preferably in Marketing or BA)
- Proven experience as marketing officer or similar role
- Solid knowledge of marketing techniques and principles
- Good understanding of market research techniques, statistical and data analysis methods
- Excellent knowledge of MS Office and marketing software (e.g. CRM)
- Thorough understanding of social media and web analytics
- Excellent organizational and multi-tasking skills
- Outstanding communication and interpersonal abilities