



## CAREER OPPORTUNITY

### MARKETING MANAGER

#### **Job Purpose**

The incumbent has the responsibility of developing, implementing and executing strategic marketing plans for the Marketing Group. This position reports directly to the Director – Marketing Group.

#### **Key Duties and Responsibilities**

- Develops, implements, communicates and executes the strategic marketing plan for the Marketing Group.
- Ensures the Marketing goals are aligned with the goals of the Group.
- Plans and coordinates marketing activities.
- Develops and manages marketing promotions in conjunction with Division Managers.
- Builds strategic relationships and partners with agencies and vendors.
- Prepares and monitors the marketing budget on a monthly basis.
- Forecasts market trends.
- Oversees and approves various marketing material.
- Manages the company's social media forums.
- Measures and reports on the performance of marketing campaigns and assesses against goals.
- Analyses consumer behaviour and modifies marketing strategies as needed.
- Organises company events, trade shows, etc.
- Evaluates competitors and their activities.
- Monitors the effectiveness of marketing strategies
- Ensures the maintenance and adherence to ISO Standards.
- Any other duties assigned at Management's discretion.

#### **Academic Qualifications, Experience and Soft Skills**

- Bachelor degree or master degree in Marketing or Business Administration
- A minimum of five (5) years' experience in a similar position
- Proficiency in the Microsoft Suite of products
- Excellent interpersonal and communication skills both oral and written
- The ability to lead and motivate others
- The ability to analyse data
- Team oriented
- The ability to think creatively and innovatively
- Budget Management skills
- Analytical skills to forecast and identify trends and challenges
- Familiarity with the latest trends, technologies and methodologies in marketing

**All applications are to be submitted no later than November 4<sup>th</sup>, 2019:**

E-mail: [hr@ffarfan.com](mailto:hr@ffarfan.com)

Please specify "Marketing Manager" in the subject

OR

Human Resource Department

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