



## Corporate Affairs Officer

- **Vacancy for:** 1
- **Posted on:** July 16, 2018
- **Deadline:** July 31, 2018, 11:55 p.m.

**Functional Title:** Marketing Officer/Senior Marketing Officer

**Corporate Position:** Officer (O2)/(O3)

**Job Location:** Kathmandu

**Required No:** Few

### **Position Summary:**

The Marketing Officer/Senior Marketing Officer is responsible to take both direction and work intuitively to maintain a favorable public image of the Company. The incumbent is responsible to developing, implementing and executing strategic marketing plans for the Company in order to attract potential customers and retain existing ones. The position holder shall be involved in designing campaigns to reach customers, employees, shareholders, industry analysts and other stakeholders.

***This position reports directly to the Deputy Chief Executive Officer.***

### **Duties and Responsibilities:**

The Duties and Responsibilities of Marketing Officer/Senior Marketing Officer include the following:

- Create and communicate a favourable public image of the Company
- Oversee the handling of the official Facebook page, Twitter page and Linked In profile and ensure response are provided to the queries on behalf of the Company
- Deal with vendors to publish Company's advertisement and other media articles for improvement of Company's image
- Keep her/himself updated with trends in the industry and frequently provides constructive suggestions to an immediate supervisor to improve company's image
- Research and develop media stories and social media material and liaises with agents
- Facilitate the business's participation in industry and trade bodies by flagging opportunities to relevant team members
- Oversee the preparation of business communication documents, Company's promotional merchandises, brochure, flyers, product papers, letterheads, invoices, visiting cards of employees, etc
- Prepare the marketing plan and policies consistent with the broad corporate vision
- Design the product-specific marketing strategies
- Conduct PMS awareness campaign in different parts of the country
- Prepare Internal Memorandum related to Departmental functions
- Edit and finalize the content prepared by subordinates on any promotional agendas
- Prepare and finalize the content for press release
- Ensure consistency and accuracy of the message with the company standard and goals
- Represent the company in any public event
- Conduct CSR activities in different areas of priority
- Revise the overall marketing plan and strategies for changing macro and microenvironment

### **Education and Experiences:**

- Master's Degree (at least first division) in commerce/management, marketing, public relation and Media studies
- At least 2 years of experience in the related field
- Age not exceeding 40 years

***Selected Candidates are required to attend written exam and interview. The company retains the right to reject one or all applications without assigning any reason whatsoever.***

### **Applying Procedure**

Apply Link : <https://merojob.com/marketing-officersenior-marketing-officer/>

Generated By

