



## Sales/Marketing Executive

- **Vacancy for:** 1
- **Posted on:** April 2, 2018
- **Deadline:** April 9, 2018, 11:55 p.m.

**Reporting to:** Head of Department

**Department:** Outbound/Travel

### **Purpose of the position:**

Managing all marketing for the company and activities within the marketing department. Developing the marketing strategy for the company in line with company objectives. Co-ordinating marketing campaigns with sales activities. Overseeing the company's marketing budget.

### **Responsibilities and Duties:**

- The executive is responsible for: Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Co-coordinating marketing campaigns with sales activities.
- Overseeing the company's marketing budget.
- Creation and publication of all marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Manage and improve lead generation campaigns, measuring results.
- Overall responsibility for brand management and corporate identity
- Preparing online and print marketing campaigns.
- Monitor and report on effectiveness of marketing communications.
- Creating a wide range of different marketing materials.
- Working closely with design agencies and assisting with new product launches.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Analysing potential strategic partner relationships for company marketing.

**Academic Qualifications:** Diploma/ Master's

**Work Experience:** Minimum 2 year experience in the related field.

### **Essential Skills, Abilities and Knowledge:**

- Positive attitude
- Active listening
- Enthusiastic
- Essence of ownership
- Pressure management
- Good communication skills
- Time management
- Interpersonal
- Managerial and tactful
- Maintaining office morale
- Friendly, confident, cooperative and energetic
- Qualified chartered marketer.
- Strong analytical and project management skills
- Confident and dynamic personality
- Strong creative outlook

**Salary:** Depends up on candidate

### **Applying Procedure**

Apply Link : <https://merojob.com/salesmarketing-executive-8/>

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