



## Sr. Marketing Officer

- **Vacancy for:** 1
- **Posted on:** July 26, 2018
- **Deadline:** Aug. 5, 2018, 11:55 p.m.

### Basic Job Information

Job Category : Marketing / Advertising / Customer Service  
Job Level : Mid Level  
Employment Type : Full Time  
Job Location : Naxal, Kathmandu, Nepal  
Offered Salary : Negotiable

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### Job Specification

Education Level : Graduate (Masters)  
Experience Required : More than or equal to 2 years

### Other Specification

- Must have in-depth knowledge of offline marketing including both ATL and BTL
  - Self-Starter and results driven with a willingness to travel outside KTM
  - Must possess a valid 2-wheeler license
  - Master& Degree with 2 years of experience / Bachelor& Degree with 3/4 years of experience
  - Able to handle a team
  - Good communication skill
  - Extensive knowledge of Offline Marketing
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### Job Description

- Exploring ways of improving existing products and identifying target market and developing strategies to communicate with Customers
- Set revenue targets and make plans to achieve it
- Preparing and managing marketing plans and budgets, producing reports to monitor results and presenting findings and suggestions to Marketing Head
- To develop & implement the organization marketing activities/programs, marketing research, positioning, promotion and public relation in order to meet or exceed budgeted revenue objective
- Monitor external advertisement agencies in conducting offline marketing activities
- Increase app installs and app traffic by organizing customer engagement activities
- Increase in seller participation through seller engagement activities
- Co-ordinate with companies for strategic partnerships and conduct necessary programs to attract more agents and address their concerns
- Review performance on weekly/monthly basis and put necessary actions to achieve targets

### What we offer:

- International working environment in a start-up setting, and a unique opportunity to learn from the best in ecommerce and online marketing
- Rigorous training and exposure in team management, leadership, online marketing, business analytics and operations
- Five days a week (Monday to Friday), 9 AM to 6 PM working hours
- Benefit package: Provident Fund, Gratuity, Fuel Expenses, Mobile top ups and data pack, Accidental Insurance, Medical Insurance, Full annual health check-up

### Applying procedure:

- Email with your CV as an attachment to [jobs@daraz.com.np](mailto:jobs@daraz.com.np) Your email needs to serve as a cover letter

- Include in the subject field of the email the title of the job you are applying for
- If you have been referred by current or past Daraz employees, please mention the referrer's full name and contact information

**OR,**

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### **Applying Procedure**

Apply Link : <https://merojob.com/sr-marketing-officer-6/>

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