



JOB DESCRIPTION
Role: Marketer (X1)

September 2023

JOB PURPOSE:


We are seeking an experienced Marketer with a proven track record of success in driving marketing strategies and campaigns. With a minimum of 3 years of industry experience, the ideal candidate will possess a deep understanding of marketing principles, a creative mindset, and the ability to execute multi-channel campaigns that effectively reach and engage target audiences. This role requires a strategic thinker who can collaborate with cross-functional teams to achieve business goals and contribute to brand growth.

THE WAY WE WORK

You are open-minded, deeply passionate and the way you work brings the best out of your colleagues. You are committed to timely results delivery. You lead by example and your uniqueness adds value to us. Join our dynamic marketing team and contribute your expertise to drive impactful campaigns, enhance brand presence, and achieve business growth. We offer a competitive salary, opportunities for career development, and a vibrant and fun-loving work environment that values creativity and collaboration.

RESPONSIBILITIES

Expected End Results	Supporting Activities
1. Marketing Strategy:	<ul style="list-style-type: none">• Develop, implement, and manage comprehensive marketing strategies aligned with company objectives.• Analyse market trends, consumer behaviour, and competitor activities to identify opportunities and threats.• Create data-driven insights to guide decision-making and refine marketing approaches.
2. Campaign Management:	<ul style="list-style-type: none">• Conceptualize, plan, and execute integrated marketing campaigns across various channels (digital, social media, traditional, etc.).• Collaborate with design, content, and other teams to create compelling campaign assets.• Monitor and analyse campaign performance, making real-time adjustments to optimize results.
3. Digital Marketing:	<ul style="list-style-type: none">• Oversee digital marketing initiatives including SEO, SEM, email marketing, and social media.• Manage online advertising campaigns and track key performance metrics.• Stay updated with digital marketing trends and implement innovative strategies.
4. Content Development:	<ul style="list-style-type: none">• Contribute to the creation of engaging and relevant content for various marketing materials.• Ensure consistency in messaging and branding across all content and communication channels.
5. Market Research and Analysis:	<ul style="list-style-type: none">• Conduct market research to identify customer needs, preferences, and behaviours.

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	<ul style="list-style-type: none"> Use data and analytics to evaluate marketing effectiveness and recommend improvements.
6. Collaboration and Communication:	<ul style="list-style-type: none"> Collaborate with cross-functional teams, including sales, product development, and design, to align marketing efforts with overall business objectives. Effectively communicate marketing plans, campaign progress, and results to stakeholders.
7. Brand Management:	<ul style="list-style-type: none"> Uphold brand identity and guidelines in all marketing materials and communications. Contribute to the evolution of the brand strategy and positioning as needed.
8. Relationship Building:	<ul style="list-style-type: none"> Develop and nurture relationships with media contacts, partners, affiliates, and influencers to enhance brand visibility.

SKILLS & KNOWLEDGE

Educational Qualifications & Functional / Marketing Skills	<ul style="list-style-type: none"> Minimum of 3 years of experience in marketing roles. Bachelor's degree in marketing, Business, or a related field. Proven success in planning, executing, and measuring marketing campaigns. Strong understanding of digital marketing platforms, tools, and best practices. Excellent written and verbal communication skills. Analytical mindset with the ability to interpret data and make strategic recommendations. Creative thinker with the ability to generate innovative marketing ideas. Proficiency in marketing software and tools (e.g., Google Analytics, CRM systems, social media management tools). Ability to work effectively in a collaborative, fast-paced environment. Strong project management skills and attention to detail.
Relevant Experience (Type of experience and minimum number of years)	<ul style="list-style-type: none"> Experience in B2B or B2C marketing. Proficiency in graphic design or video editing software. Certification in digital marketing (e.g., Google Ads, HubSpot, etc.). Previous experience in managing marketing teams or projects.