

Job Description

Position: Marketing Manager

Purpose

The main role of the Marketer is to promote and market the company's products and services to all potential clients, customers and to the general public as applicable.

Qualifications

Degree in Marketing, Business or related field with minimum of 5 years relevant experience.

Key responsibilities

- Coordinating marketing campaigns with sales activities
- Scan newspaper for tender or prequalification advertisements.
- Reaching out to all potential customers and clients to promote the company's goods and services
- Creation and publication of all marketing material in line with marketing plans
- Participate and assist in the ISO QMS process
- 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
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.

Reporting

Directly reporting to the General Manager.