

Job Profile / Description

Job Title

Marketing Officer

Accountable to

Chief Executive Officer

Qualifications & Experience

Degree or Diploma in Marketing

At least 2 years of experience in the marketing field

Additional Requirements

Good Analytical Skills

Excellent Communication Skills (Verbal /Written)

Good IT Skills (Microsoft tools)

Main Job Description

1. Direct Marketing and Business Development

- a) Approach potential clients through various channels, including direct calling and direct mail campaigns.
- b) Participate in events (locally and overseas) that will promote the awareness of the company.
- c) Arrange and lead new business meetings (locally and overseas), delivering marketing presentation in a professional manner.
- d) Work with the CEO and Sales Manager in the development of ideas for new services and new markets for existing services.
- e) Prepare marketing budgets and approve budget expenditures.
- f) Conduct market research to determine market requirements for existing and future products.
- g) Analysis of customer research, current market conditions and competitor information with the help of the Sales Manager.
- h) Develop and implement marketing plans and projects for new and existing products.
- i) Develop pricing strategy and work in close collaboration with the Sales Manager and the Finance & Administrative Manager.

- j) Manage all marketing tools to promote the company image (LinkedIn , Facebook)
- k) Maintain and update customer database.

2. Advertising and Public Relations

- a) Analyze advertising opportunities and propose campaigns where strong Return on Investment is expected.
- b) Negotiate pricing with publishers.
- c) Draft and issue press releases, features and editorials for clients as needed, ensuring that they are written in a professional manner.

3. Website

- a) Review existing online marketing strategy, suggest and implement improvements of LGI website.
- b) Oversee regular updates and web site maintenance.

4. Reporting

- a) Present monthly report to CEO , analyzing past performance and proposing future marketing activities and direction.

5. Other

- a) Any other duties that may be assigned to you from time to time by your Manager in line with the requirements of your position in the Company.