

## Senior Marketing Officer

### POSITION SUMMARY

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| <b>TITLE:</b>      | <b>Marketing Officer</b>             | <b>BENEFITS:</b> | <b>Bonus:</b> <input checked="" type="checkbox"/><br><b>Overtime:</b> <input type="checkbox"/><br><b>Commission:</b> <input type="checkbox"/> |
| <b>DEPARTMENT:</b> | <b>Commercial</b>                    | <b>LEVEL:</b>    | <b>E</b>                                                                                                                                      |
| <b>REPORTS TO:</b> | <b>Chief Shared Services officer</b> | <b>LOCATION:</b> | <b>Head Office</b>                                                                                                                            |

The Marketing Officer executes the group's marketing strategy both internally and externally and plays a key part in communicating the Group's marketing message. He/she is responsible for traditional marketing functions as well as activities relating to product marketing and retention, managing and coordinating web presence, graphic design and advertising, as well as marketing campaigns analysis and communication.

This position administers the marketing and communications activities, including promotions, exhibitions and PR campaigns. The Marketing Officer should also assist in developing all strategy communication events.

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### ESSENTIAL DUTIES

#### Managerial/Supervisory Duties

None

#### Operational Duties

1. Plan, execute and track the success of the marketing operations and campaigns throughout the entire group. This includes exhibition at trade shows, a simple advertising campaign for a new product, etc.
2. Gather market information on competition, market trends, and relevant industry marketing events
3. Develop and manage the Group's marketing material, branding and website
4. Plan, research and implement ideas for the Group's marketing and communications efforts as well as promoting the Group's products and services
5. Administer marketing and communications programs and campaigns for a range of stakeholders within the Group and/or on the Group's products/services, as well as assisting in the evaluation of the campaign performance and impact
6. Develop lists of potential contacts for marketing and promotion purposes from a range of channels including but not limited to trade magazines, exhibitions and external sources

7. Administer all aspects of internal and external exhibition logistics. This includes liaising with the Group's teams on materials required for exhibitions, preparation of materials for shipment, preparing press packs, coordinating membership forms and bag inserts, fulfillment of exhibition manual logistics, uploading logos and press releases, etc. where necessary
8. Administer all aspects of the Group's presence at exhibitions
9. Develop and manage strategy communication events
10. Contribute to the developing Group's own brands
11. Coordinate the internal branding and communication as per the balance score card system to align with the corporate branding.
12. Communicate, innovatively, company messages to current internal and external customers, and target markets and stakeholders
13. Develop and monitor brand guidelines for all brands
14. Develop marketing programs and coordinate with brand managers, production and design and external partners the implementation according to strategy

#### Personal Qualities

- Promote goodwill by being courteous, friendly and helpful to managers and fellow employees
- Is a self-starter, fast thinker, innovative and analytical.

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### **SECONDARY DUTIES**

The Marketing Officer performs duties specific to the position and other functions as assigned by the Chief Shared Services Officer.

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### **POSITION REQUIREMENTS**

These specifications are general guidelines based on the minimum experience normally considered essential to the satisfactory performance of this position. Individual abilities may result in some deviation from these guidelines

#### Education Requirements

- A BA/BS in business or marketing degree from a four (4) year college/university

#### Experience Requirements

- Maintain superior knowledge and awareness of marketing trends and tools

### Operational Skills

- Extensive background in marketing
- Strong analytical skills in relation to product requirements and campaign designs
- Must be able to manage budgets; determine how money will be spent to get the work done
- Must have decision making skills considering the relative cost and benefits of potential actions and the ability to choose the most appropriate one
- Ability to develop and execute marketing plans
- Ability to manage multiple concurrent assignments under tight timelines.
- Excellent computer literacy skills proficiency with Microsoft word, PP, excel, and database applications, demonstrated ability to use internet as research tool.

### Interpersonal Skills

- Excellent communication skills
- Ability to interact with staff in a professional manner, assisting other departments with necessary information
- Self-starter, fast thinker innovative, high performance team leader/player with integrity
- Proven ability to lead, engage and collaborate with individuals across various disciplines, culture and background to achieve shared goals.
- Excellent verbal and communication skills including effective presentation and negotiation skills
- Strong interpersonal skills presence and ability to effectively build strong relationships both internally and externally.
- Proficient in handling highly confidential matters.

### Working Conditions

- Must be in good physical condition
- Most of the work is indoors
- Work outside of normal working hours may be required

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### PERFORMANCE EVALUATION CRITERIA

| Perspective        | Measure                                                             | Target                                     |
|--------------------|---------------------------------------------------------------------|--------------------------------------------|
| Customer           | - Customer satisfaction index                                       | - %                                        |
| Internal Processes | - % of executed exhibitions<br>- % of Brand guidelines compliance   | - %<br>- %                                 |
| Learning & Growth  | - % of competency gap closed<br>- Number of training hours attended | - %<br>- Number of training hours per year |

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### Position IT Access Rights

| Application            |                        | Status                 |
|------------------------|------------------------|------------------------|
| ERP (Marketing Module) |                        | Owner- Full access     |
| ERP (Sales Module)     |                        | View-Edit              |
| Domain Controller      |                        | No access              |
| Antivirus              |                        | No access              |
| Data Base              | ERP (Marketing Module) | Access                 |
|                        | ERP (Sales Module)     | No access              |
| Files and Folders      |                        | Work area - Own folder |

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Management reserves the right to change this position description at any time according to business needs.