

Terms of Reference

The Associate Marketing Officer is responsible for communicating, strategizing and implementing marketing campaigns. He/she is required to contribute to existing marketing, branding and advertising plans, while assisting with the development of fresh initiatives in line with the company's goals.

The ideal candidate will be equipped with relevant qualifications and extensive experience in a wide range of marketing functions such as communications (including creative design), digital marketing, advertising, branding, and social media. He/she must be an organized person who is able to withstand the pressures of handling varied tasks at the same time and meeting deadlines.

Job Responsibilities:

1. Design and prepare marketing campaigns and promotions.
2. Evaluate competitor products and make pricing recommendations.
3. Identify potential market for new products.
4. Prepare sales brochures and displays to call public attention to the product.
5. Meet individual compact targets set by the management.
6. Carry out ad-hoc assignments as and when required.
7. Execution of any other tasks assigned.

Requirements:

1. Minimum qualification of bachelor's degree in any subject. Relevant course will be an added advantage.
2. Strong oral and written communication skills.
3. Good qualitative and quantitative analytical skills and critical thinking skills.
4. Positive attitude towards learning and taking on challenges.
5. Strong inter-personal skills with ability to work well in teams.
6. Proven work experience in Marketing will be Preferred.
7. Creative design skill (in Adobe Photoshop, Indesign, Illustrator, Premier Pro) will be an added advantage.