



**JOB DESCRIPTION**

Position	Reporting to	Department
Marketing Unit Manager	Head of Marketing	Marketing

**I- JOB PURPOSE:**

This role is responsible for developing, implementing and executing strategic marketing plans for an entire company in lines of business and branding.

**II- MAIN DUTIES & RESPONSIBILITIES:**

- Develop marketing plan, strategies for implementation and monitor of its effectiveness
- Implement marketing activities such as online marketing and event promotions
- Update creative ideas and digitalization for company's advertising and marketing activities
- Manage company's marketing channels
- Design marketing materials and tools with designers

**III. QUALIFICATIONS:**

- Good communication and English
- Bachelor's degree in marketing, or other equivalents filed.
- At least 3 years experiences in marketing and advertising agencies
- Creative in design and thinking
- Focused on detail implementation
- Good knowledge in market and trending
- Has knowledge and experience in digital marketing, especially on new media like short form video creating
- Good written and spoken English.