

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CC-751-2022
Company Name	Karlson Holding – Retail Inc.
Industry	Retail
Vacancy	Junior Marketing Manager
Number of vacancies for that position	1
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	FT
Major(s)	Business Management/Marketing
Degree	Bachelor Degree
Years of Experience	2 years
Location	Karlson Holding Building, Jal El Dib
Remuneration & Benefits	TBD
Currency (LBP, Dollar, Lollar)	
Tasks & Responsibilities	<p>Main Duties and Responsibilities:</p> <ul style="list-style-type: none"> • Implement an integrated marketing strategy for the entire exhibition/conference. • Contribute information and ideas to the strategy process, • Initiates, directs and quality checks database build to ensure effective marketing channels for all target audiences. Sourcing of relevant lists for research, • Manages and reports on delivery against plan and objectives, • Setting up and fulfillment of media deals with external organizations to ensure maximum exposure at lowest cost to show budget, • Ensuring event websites are fully up to date with latest information • Coordination of design and production of marketing collateral, including sales brochures, conference brochures, print advertisements, prepare presentations, web banners/emails etc. • Setting up of e-mail campaigns and execution, • Updating and adhering to agreed marketing budget, • Monitors and reports on project activities, • Participates in review of marketing activities

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using measurement data

- Providing KPI reports for weekly meetings

Key Skills:

- Bachelor's degree in Marketing or Business Administration,
- Minimum 2 years of experience in Marketing or Business Administration,
- Fluent in English,
- Solid knowledge of SEO, keyword research and Google Analytics,
- Ability to create spreadsheets and analyze quantitative data to interpret KPI and ROI metrics,
- Experience with email marketing platforms and social media platforms,
- Excellent verbal and written communication skills.