

JOB POSTING REQUEST FORM

| JOB DETAILS | |
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| Reference # | CP-224-2022 |
| Company Name | Joint Media House |
| Industry | Marketing & Advertising |
| Vacancy | Junior Marketer |
| Number of vacancies for that position | 2 |
| Job Type (<i>FT, PT, Contractual, Seasonal</i>) | Full Time Job |
| Major(s) | Marketing, Advertising |
| Degree | Marketing, Advertising |
| Years of Experience | 0 or 2 years |
| Location | Zouk Mosbeh |
| Remuneration & Benefits | TBD |
| Currency (LBP, Dollar, Lollar) | LBP Transport & Dollar |
| Tasks & Responsibilities | <p>Job Description:</p> <ul style="list-style-type: none"> • Undertake daily administrative tasks to ensure the functionality and coordination of the department's activities • Support marketing executives in organizing various projects • Conduct market research and analyze consumer rating reports/questionnaires • Collect data on consumers, competitors and market place and consolidate information into actionable items, reports and presentations • Perform valid and reliable market research SWOT analysis • Interpret data, formulate reports and make recommendations • Use online market research and catalogue findings to databases • Assisting in Creating, presenting, and following up on marketing plans and strategies to reach clients' goals and KPI's |

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- Employ marketing analytics techniques to gather important data (social media, web analytics, rankings etc.)
- Update spreadsheets, databases and inventories with statistical, financial and non-financial information
- Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success
- Conducting research and analyzing data to identify and define audiences
- Provide competitive analysis on various companies' market offerings, identify market trends, pricing/business models, sales and methods of operation
- Compiling and distributing financial and statistical information
- Assisting in planning and execution of marketing campaigns
- Writing and proofreading creative copy, when needed.
- Overlooking marketing campaigns on designated channels.
- Creating and presenting progress reports.
- Remain fully informed on market trends, other parties researches and implement best practices
- Communicate directly with clients and encourage trusting relationships