

## JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CP-446-2022
Company Name	Kamkalima
Industry	Education Technology
Vacancy	Senior Marketing Officer
Number of vacancies for that position	1
Job Type <i>(FT, PT, Contractual, Seasonal)</i>	FT
Major(s)	Marketing, Digital Marketing Certification is a plus
Degree	Bachelor
Years of Experience	3-5 years of experience in digital marketing, advertising, or a similar capacity.
Location	Badaro, Beirut
Remuneration & Benefits	USD1,200-1,500; Commission, NSSF, Insurance
Currency (LBP, Dollar, Lollar)	Dollar
Tasks & Responsibilities	<p>Job Objectives:</p> <p>To help grow and increase the brand awareness of Kamkalima through developing marketing campaigns and strategies to reach a narrow spectrum of clients. This position is mainly responsible for ensuring customer reach, visibility, and nurturing potential leads.</p> <ul style="list-style-type: none"> <li>● Develop and implement marketing plans in line with the management vision.</li> <li>● Undertake competitor research and analysis.</li> <li>● Conduct market research to establish customer trends and habits.</li> <li>● Establish goals and objectives in order to reach out to customers through appropriate marketing channels (digital and offline).</li> <li>● Assist with the analysis of marketing data, including campaign results, conversion rates, and online traffic in</li> </ul>

## JOB POSTING REQUEST FORM

order to improve future marketing strategies and campaigns.

- Liaise with external vendors to execute promotional events and campaigns.
- Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts.
- Plan and execute initiatives to reach the target audience through appropriate channels.
- Play the function of optimizing conversions, website traffic, landing pages, lead content generation, and calls-to-action.
- Build targeted marketing programs for prospects with a view of steering them in a consumer-maturity journey, which will lead to increased consumer loyalty.
- Develop and drive the marketing database strategies and execution in relation to consumer growth, segmentation, data cleanliness, and completeness.
- Play the role of driving sales and ensuring proper management of marketing alignment initiatives and processes that will support exceptional lead management, enhanced data quality, and improved lead quality.
- Stay up to date with the latest trends and best practices in online marketing and measurement.

*The dynamic business environment of Kamkalima might bring changes in job nature induced by new technology, new business lines, new regulations... The*

## JOB POSTING REQUEST FORM

*Company might require the job holder to carry out additional tasks that he will be trained and coached on.*