

JOB POSTING REQUEST FORM

Job Details

Reference #	CP-61-2022
Company Name	PFC International
Industry	Consultancy
Vacancy	Marketing Coordinator
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	Full Time
Major(s)	Marketing, Business Administration, or equivalent
Degree	Bachelor's Degree
Years of Experience	2+ years
Location	Beirut, Downtown
Remuneration & Benefits	-
Currency (LBP, Dollar, Lollar)	-
Tasks & Responsibilities	<ul style="list-style-type: none"> • Coordinate and lead the implementation of marketing strategies and plans. • Coordinate the execution of advertising and promotional campaigns on various media (e.g., social, print). • Organize and attend marketing activities and events to raise brand awareness. • Identify, study, and test market patterns and trends continuously. • Conduct market research to identify opportunities for promotion and growth. • Ensure company activities are compliant to market needs and trends. • Coordinate campaign review systems and KPIs according to objectives. • See all ventures through to completion and evaluate their success using the developed metrics. • Prepare and regularly update content for the publication of marketing and branding material. • Oversee the distribution of marketing and branding material.

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- Collaborate with managers in preparing marketing budgets and monitoring expenses.
- Create and maintain customer research databases.
- Collaborate the development of services and pricing strategies by sharing relevant market data analysis and results accurately representative of the market.
- Identify new customer leads and untapped market potentials.
- Manage public relations by assessing PR needs and planning accordingly.
- Liaise with stakeholders to promote the success of activities and enhance the company's presence.
- Engage in stakeholder participation and enhance two-way communication.
- Plan and oversee company efforts to maximize stakeholders' satisfaction.